

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 10, 1987

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	FAMILY TIES	29.3	25,610
2	BILL COSBY SHOW	29.0	25,350
3	CHEERS	27.2	23,770
4	NOTHING IN COMMON	19.5	17,040
5	GOLDEN GIRLS	19.4	16,960
6	MOONLIGHTING	19.2	16,780
7	CBS SUNDAY MOVIE	18.9	16,520
8	GROWING PAINS#	18.8	16,430
9	DALLAS	18.6	16,260
9	NBC MONDAY NIGHT MOVIES	18.6	16,260
11	MURDER, SHE WROTE	17.8	15,560
12	CBS TUESDAY MOVIE	17.7	15,470
13	GROWING PAINS SPEC.(S)	17.4	15,210
14	DYNASTY	17.2	15,030
15	WHO'S THE BOSS?#	17.0	14,860
16	FALCON CREST	16.9	14,770

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	FAMILY TIES	21.7	49,370
2	BILL COSBY SHOW	21.0	47,580
3	CHEERS	18.3	41,570
4	GROWING PAINS#	14.3	32,360
5	MOONLIGHTING	13.7	31,020
6	GROWING PAINS SPEC.(S)	13.1	29,700
7	NBC MONDAY NIGHT MOVIES	12.4	28,130
8	GOLDEN GIRLS	12.4	28,070
9	ALF	12.3	27,950
10	NOTHING IN COMMON	12.3	27,850
11	WHO'S THE BOSS?#	12.2	27,710
12	VALERIE	12.1	27,370
13	SLEDGE HAMMER SPEC.(S)	11.8	26,850
14	CBS SUNDAY MOVIE	11.8	26,810
15	SUPERSTARS AND THEIR MOMS(S)	11.2	25,400
16	NBC SUNDAY NIGHT MOVIE	11.2	25,370
17	DALLAS	11.1	25,240
18	DISNEY SUNDAY MOVIE	10.7	24,220

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	FAMILY TIES	25.8	23,420
2	BILL COSBY SHOW	25.0	22,700
3	CHEERS	22.2	20,150
4	GOLDEN GIRLS	17.0	15,440
5	DALLAS	16.6	15,090
6	CBS SUNDAY MOVIE	16.1	14,610
7	KNOTS LANDING	15.8	14,360
8	SUPERSTARS AND THEIR MOMS(S)	15.6	14,130
9	NOTHING IN COMMON	15.5	14,080
10	DYNASTY	15.5	14,050
11	MOONLIGHTING	15.4	13,980
12	MURDER, SHE WROTE	15.4	13,960
13	FALCON CREST	15.3	13,900
14	CAGNEY & LACEY#	14.8	13,480
15	CBS TUESDAY MOVIE	14.6	13,270
16	GROWING PAINS#	14.3	13,000

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	FAMILY TIES	16.8	13,790
2	CHEERS	16.4	13,430
3	BILL COSBY SHOW	15.5	12,710
4	MOONLIGHTING	12.8	10,510
5	NBC MONDAY NIGHT MOVIES	12.6	10,290
6	CBS SUNDAY MOVIE	12.5	10,250
7	NBC SUNDAY NIGHT MOVIE	12.2	10,000
8	60 MINUTES	11.8	9,710
9	NOTHING IN COMMON	11.7	9,630
10	GROWING PAINS#	11.6	9,520
11	HOUSTON KNIGHTS#	10.2	8,350
12	VALERIE	10.1	8,300
13	SUPERSTARS AND THEIR MOMS(S)	10.0	8,220
14	MURDER, SHE WROTE	10.0	8,200
15	ALF	9.8	8,010
16	SLEDGE HAMMER SPEC.(S)	9.7	7,990
17	MATLOCK	9.7	7,940

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 10, 1987

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	FAMILY TIES	27.1	15,560
2	BILL COSBY SHOW	25.3	14,500
3	CHEERS	24.1	13,840
4	MOONLIGHTING	18.1	10,390
5	SUPERSTARS AND THEIR MOMS(S)	17.7	10,140
6	NOTHING IN COMMON	16.9	9,720
7	KNOTS LANDING	16.1	9,220
8	GROWING PAINS#	15.8	9,080
9	DYNASTY	14.8	8,510
9	GROWING PAINS SPEC.(S)	14.8	8,510
11	SLEDGE HAMMER SPEC.(S)	14.1	8,090
12	WHO'S THE BOSS?#	13.9	7,970
13	NBC MONDAY NIGHT MOVIES	13.7	7,850
14	NBC SUNDAY NIGHT MOVIE	13.7	7,840
15	CBS SUNDAY MOVIE	13.3	7,650
16	GOLDEN GIRLS	13.2	7,590
17	DALLAS	13.1	7,500
18	VALERIE	13.0	7,460

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	GOLDEN GIRLS	25.5	7,120
2	MURDER, SHE WROTE	25.2	7,040
3	BILL COSBY SHOW	25.1	6,990
4	DALLAS	24.4	6,800
5	MATLOCK	23.4	6,520
6	FAMILY TIES	22.9	6,390
7	CBS TUESDAY MOVIE	21.7	6,060
8	CBS SUNDAY MOVIE	21.7	6,050
9	FALCON CREST	21.7	6,040
10	60 MINUTES	20.9	5,830
11	CAGNEY & LACEY#	20.0	5,580
12	RINGLING BROTHERS CIRCUS(S)	18.6	5,200
13	ME & MRS. C	18.0	5,010
14	CHEERS	17.4	4,850
15	DYNASTY	17.3	4,830
16	HIGHWAY TO HEAVEN	17.2	4,810

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CHEERS	18.0	10,060
2	FAMILY TIES	17.2	9,610
3	MOONLIGHTING	15.3	8,560
4	BILL COSBY SHOW	14.3	7,970
5	NOTHING IN COMMON	13.0	7,250
6	NBC MONDAY NIGHT MOVIES	12.8	7,120
7	SLEDGE HAMMER SPEC.(S)	12.4	6,930
8	GROWING PAINS SPEC.(S)	12.2	6,790
9	GROWING PAINS#	12.0	6,680
10	VALERIE	11.7	6,550
11	SUPERSTARS AND THEIR MOMS(S)	11.6	6,470
12	ALF	11.0	6,130
13	MAX HEADROOM	10.9	6,110
14	NBC SUNDAY NIGHT MOVIE	10.3	5,750
15	L.A. LAW	9.6	5,340
16	HOUSTON KNIGHTS#	9.5	5,310
17	CBS SUNDAY MOVIE	9.5	5,280
18	NIGHT COURT	9.4	5,240

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	21.4	4,490
2	MURDER, SHE WROTE	20.3	4,270
3	CBS SUNDAY MOVIE	19.9	4,180
4	BILL COSBY SHOW	19.6	4,120
5	MATLOCK	18.2	3,830
6	DALLAS	17.5	3,670
7	FAMILY TIES	16.6	3,490
8	FALCON CREST	16.4	3,440
9	CBS TUESDAY MOVIE	16.1	3,390
10	RINGLING BROTHERS CIRCUS(S)	15.9	3,330
11	CAGNEY & LACEY#	15.5	3,250
12	EQUALIZER#	15.4	3,240
13	GOLDEN GIRLS	15.2	3,200
14	NBC SUNDAY NIGHT MOVIE	15.0	3,150
15	MACGYVER	14.8	3,110
16	KENTUCKY DERBY(S)	14.6	3,060
17	CHEERS	13.8	2,900

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																	
														KEY	AVG. AUD. SHARE %		AVG. AUD. (0,000)		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.								WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
															%		%			TOTAL					TOTAL					TOTAL FEM.		TOTAL 6-11		

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		WK 1 WK 2		HOUSEHOLD AUDIENCES		K E Y		AUDIENCE COMPOSITION																												
WK # DAY		START TIME DUR		NET TYPE		AVG. AUD. SHARE %		AVG. AUD. SHARE %		TOTAL PERSONS (2+)		LADY WORK- ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)												
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.	TOTAL 6-11														
EVENING CONT'D																																																
CBS SATURDAY MOVIE-CONT'D																																																
9.00 - 9.30						A	7.1	13	621	1870	748	253		817	190	383	389	402	346	787	198	434	460	443	301	143	115	123	89																			
9.30 - 10.00						A	8.4	16	734	1827	781	261		913	261	449	399	413	372	711	210	404	369	349	280	98	81	105	67																			
10.00 - 10.30						A	8.0	15	699	1763	754	247		913	229	479	443	485	344	751	181	411	420	397	298	52	38	47	26																			
10.30 - 11.00						A	8.2	16	717	1738	725	230		876	233	435	400	431	354	754	179	415	409	388	302	70	49	38	22																			
CBS SUNDAY MOVIE																																																
SUN. 9.00P 120				CBS FF		A	18.9	30	1652	1623	797	292		885	234	463	451	457	367	620	170	320	323	297	253	70	54	48	29																			
9.00 - 9.30						B	18.9	30	1652	1555	795	314		885	227	440	451	432	370	537	129	272	280	275	226	67	38	66	43																			
9.30 - 10.00						A	18.4	29	1608	1596	804	277		880	216	437	433	461	380	582	158	287	300	277	246	69	53	65	43																			
10.00 - 10.30						A	18.9	29	1652	1591	789	296		861	217	441	442	445	368	605	172	315	320	282	240	78	64	47	30																			
10.30 - 11.00						A	19.2	31	1678	1657	811	306		915	257	497	474	472	365	641	177	338	339	310	257	65	47	36	21																			
						A	19.0	31	1661	1648	789	283		885	249	476	452	455	356	654	175	338	336	321	268	63	50	46	23																			
CBS TUESDAY MOVIE																																																
TUE. 9.00P 120				CBS FF		A	17.7	28	1547	1415	790	273		858	190	406	423	429	392	448	94	194	198	235	218	64	30	45	24																			
9.00 - 9.30						B	14.9	24	1302	1519	770	279		856	218	435	427	423	362	518	140	272	271	260	209	77	35	68	45																			
9.30 - 10.00						A	15.2	24	1328	1438	760	247		840	204	391	406	397	393	438	93	185	193	233	225	71	29	89	48																			
10.00 - 10.30						A	17.1	26	1495	1431	794	254		867	187	402	422	430	406	445	86	196	200	240	221	64	32	55	28																			
10.30 - 11.00						A	19.0	31	1661	1396	810	293		870	184	413	438	447	393	443	88	186	198	233	214	63	30	20	12																			
						A	19.5	34	1704	1400	787	292		851	182	411	422	437	379	466	110	206	201	234	216	61	30	22	14																			
CHEERS																																																
THU. 9.00P 30				NBC CS		A	27.2	44	2377	1749	752	354		848	343	582	558	371	204	565	271	423	388	217	123	195	95	141	78																			
						B	27.7	42	2421	1815	768	368		856	354	582	523	372	219	630	285	466	415	274	133	161	86	168	112																			
DALLAS																																																
FRI. 9.00P 60				CBS GD		B	21.1	34	1844	1593	854	333		942	253	476	462	426	408	486	139	247	247	226	205	60	37	105	66																			
9.00 - 9.30						A	17.9	31	1564	1566	836	306		914	227	448	456	432	419	468	119	213	207	210	230	59	32	125	79																			
9.30 - 10.00						A	19.3	33	1687	1534	858	315		938	228	472	485	457	417	460	113	209	210	215	221	52	27	84	61																			
DESIGNING WOMEN																																																
MON. 9.30P 30				CBS CS		A	14.3	23	1250	1566	777	245		891	252	498	473	415	351	489	179	321	301	230	149	99	57	87	42																			
						B	16.1	25	1407	1560	759	300		842	276	493	475	392	294	507	192	322	294	226	156	105	55	106	71																			
DISNEY SUNDAY MOVIE																																																
1 SUN. 7.00P 180				ABC FF		A	12.3	21	1075	2253	710	333		829	356	590	515	343	194	568	225	403	412	278	106	183	86	673	373																			
2 SUN. 7.00P 120						B	12.8	20	1119	2272	708	327		804	341	556	514	352	193	643	270	470	440	295	137	226	103	599	386																			
7.00 - 7.30						A	9.2	18	804	2183	700	289		746	290	528	493	334	179	622	201	395	446	334	150	169	75	646	362																			
7.30 - 8.00						A	10.8	20	944	2326	693	325		733	275	533	518	356	154	647	228</																											

PROGRAM NAME						I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	Avg. Aud. %	Avg. Share %		Avg. Aud. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																														
FACTS OF LIFE SAT. 8.00P 30 NBC CS						26	202	207	A 11.2	24	979	1567	720	312	826	223	372	373	332	396	381	109^	202	202	195	148	140^	74^	220	131^
							97	99	B 15.9	28	1390	1842	769	334	907	286	477	424	361	378	470	162	262	235	196	179	167	107	298	206
FALCON CREST FRI. 10.00P 60 CBS GD						25	208	209	A 16.9	30	1477	1498	844	331	941	205	472	477	495	409	452	102	196	187	205	232	44^	38^	61^	44^
10.00 - 10.30									B 17.4	30	1521	1510	838	317	931	229	447	429	425	428	446	125	217	217	191	200	60	34	73	52
10.30 - 11.00									A 16.9	29	1477	1517	845	328	944	205	474	482	493	410	462	109	200	198	209	230	46^	38^	65^	45^
									A 16.9	30	1477	1474	839	332	935	205	471	471	495	405	442	96^	188	177	197	234	43^	37^	54^	42^
FAMILY TIES THU. 8.30P 30 NBC CS						26	214	215	A 29.3	48	2561	1928	805	360	914	357	607	555	385	251	538	264	376	314	187	135	193	97	283	185
							99	99	B 33.5	50	2928	1990	804	377	911	370	613	540	390	244	573	257	412	361	244	127	202	112	304	199
FAST COPY(S) 1 TUE. 10.00P 60 NBC DN						207			A 8.7	15	760	1399	814	320^	865	270^	479	431	412	333^	455	172^	268^	263^	136^	182^	17v	17v	62v	41v
							99		A 9.0	15	787	1440	839	370	891	291^	492	433	410	350^	474	197^	284^	272^	140^	180^	18v	18v	57v	46v
10.00 - 10.30									A 8.3	14	725	1356	789	267^	839	248^	466	430	415	316^	437	147^	252^	252^	130^	185^	17v	17v	63v	33v
10.30 - 11.00																														
GARFIELD GOES HOLLYWOOD(S) 2 FRI. 8.00P 30 CBS EA						207			A 9.4	20	822	2153	664	236^	764	347	525	476	299^	204^	572	247^	407	403	241^	137^	225^	22v	592	361
							99																							
GIMME A BREAK TUE. 9.00P 30 NBC CS						4	198	196	A 10.5	16	918	1562	719	237	804	240	389	334	330	386	428	147^	238	175	169	181	121^	54^	209	124^
							97	99	B 11.7	18	1023	1665	755	264	853	240	413	371	388	400	438	137	239	207	203	179	166	75	208	114
GOLDEN GIRLS SAT. 9.00P 30 NBC CS						27	212	211	A 19.4	36	1696	1655	799	316	910	248	447	407	355	420	412	96	199	184	181	188	98	55^	235	142
							99	99	B 24.1	40	2106	1786	821	322	931	259	474	441	395	402	502	143	263	250	224	209	130	77	223	155
GROWING PAINS						24		212	A 18.8	31	1643	1970	697	304	792	311	553	509	372	199	579	246	406	331	256	130^	306	180	293	218
2 TUE. 8.30P 30 ABC CS								99	B 22.7	33	1984	1981	754	376	848	383	612	533	360	186	535	250	404	347	229	99	256	137	342	235
GROWING PAINS SPEC(S) 1 TUE. 8.00P 30 ABC CS						212		99	A 17.4	30	1521	1953	700	351	769	380	560	425	307	180^	512	264	446	353	221	53^	237	161^	435	242
HEAD OF THE CLASS WED. 8.30P 30 ABC CS						24	209	209	A 15.5	26	1355	1723	640	278	700	248	455	436	324	212	435	183	304	254	181	119	253	128	335	220
							99	99	B 16.8	26	1468	1894	735	337	815	339	566	504	358	197	543	244	407	353	237	109	235	114	301	214
HIGHWAY TO HEAVEN WED. 8.00P 60 NBC GD						26	213	212	A 13.0	23	1136	1808	851	276	954	289	464	434	373	423	423	116^	211	181	222	188	126	73^	305	157
							99	99	B 17.2	27	1503	1689	755	299	865	221	404	392	377	404	510	130	265	262	261	211	129	68	185	118
8.00 - 8.30									A 12.6	23	1101	1778	841	263	953	283	448	409	353	443	434	116^	212	177	228	201	121^	70^	270	133
8.30 - 9.00									A 13.4	23	1171	1828	858	287	955	295	481	455	387	406	407	111^	210	183	221	175	128	75^	338	177
HILL STREET BLUES 2 TUE. 10.00P 60 NBC OP						6		205	A 10.6	18	926	1424	658	250^	774	214^	435	377	412	321	550	150^	324	328	325	179^	42v	LT	58v	17v
							99		B 13.2	22	1154	1458	680	263	757	252	427	405	362	270	622	197	372	374	324	197	45	15	34	16
10.00 - 10.30									A 10.8	17	944	1443	684	271^	788	237^	467	394	414	303	535	141^	308	331	315	176^	60v	LT	60v	17v
10.30 - 11.00									A 10.5	18	918	1378	618	220^	747	187^	396	352	402	334	551	151^	329	319	329	179^	27v	LT	53v	16v
HOUSTON KNIGHTS 1 WED. 10.00P 60 CBS OP						7	209		A 14.3	25	1250	1654	730	316	827	243	473	509	442	270	669	197^	425	394	364	184^	101^	60^	57^	38v
							99		B 15.0	26	1311	1485	676	275	769	242	445	438	380	266	608	164	347	343	329	213	68	32	40	29
10.00 - 10.30									A 14.5	24	1267	1658	735	335	827	237	474	516	451	273	656	189^	409	380	354	190^	109^	67^	66^	39v
10.30 - 11.00									A 14.1	25	1232	1646	724	294	825	249	469	503	431	264	678	206^	439	409	372	174^	94^	53v	49v	34v
HUNTER SAT. 10.00P 60 NBC OP						23	203	204	A 14.2	27	1241	1596	738	252	804	186	405	413	378	342	485	115	243	244	236	206	138	76^	169	138
							99	99	B 16.4	30	1433	1643	738	287	833	243	440	414	367	337	541	150	296	286	271	209	145	81	124	98
10.00 - 10.30									A 14.2	27	1241	1591	738	251	817	203	416	415	370	344	461	105^	232	234	224	192	138	78^	175	138
10.30 - 11.00									A 14.3	28	1250	1583	711	252	780	169	389	405	379	334	504	124	249	250	243	217	140	75^	159	136
JACK & MIKE THU. 9.00P 60 ABC A						5	207	207	A 6.7	11	586	1411	768	312	795	280	467	463	393	272	438	124^	228^	225^	207^	163^	123^	96^	55v	46v
							99	99	B 7.2	12	629	1468	809	300	905	268	538	521	464	300	420	87	220	248	232	147	82	47	61	48
9.00 - 9.30									A 5.7	9	498	1406	797	309	842	299	485	467	397	305	435	135^	225^	221^	201^	155^	79^	74^	50v	32v
9.30 - 10.00									A 7.7	12	673	1406	742	306	755	260	448	460	392	247	440	120^	231	222	208^	170^	155^	113^	56^	56^

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
								TOTAL		LADY WORK- PERSONS OF ING		WOMEN		MEN		TEENS (12-17)		CHILDREN (2-11)												
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	PERSONS (2+)	HOUSE	WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																														
KATE & ALLIE					26	206	208	A	13.5	23	1180	1699	768	307	934	306	540	464	409	345	449	165	284	238	205	141	164	101 [^]	152	93 [^]
MON.		8.00P	30	CBS	CS	99	99	B	18.1	27	1582	1682	794	336	900	288	495	463	397	338	453	157	271	256	203	153	128	76	201	124
KNOTS LANDING					19	208	208	A	16.2	27	1416	1554	874	385	1013	350	651	606	487	306	396	151	218	210	165	146	111	55 [^]	34 [^]	29 [^]
THU.		10.00P	60	CBS	GD	99	99	B	17.3	28	1512	1547	851	329	963	357	597	542	412	312	438	170	282	251	194	133	94	55	52	34
10.00 - 10.30								A	16.0	26	1398	1545	868	387	1009	346	633	592	482	317	387	157	208	200	149	146	112	53 [^]	37 [^]	30 [^]
10.30 - 11.00								A	16.4	28	1433	1555	879	384	1015	354	665	620	490	294	404	145	227	221	182	144	105	55 [^]	31 [^]	27 [^]
L.A. LAW					18	209	209	A	14.0	23	1224	1601	725	294	810	309	511	479	367	238	633	261	436	348	277	160	122	53 [^]	36 [^]	25 ^v
THU.		10.00P	60	NBC	GD	99	99	B	18.0	29	1573	1525	724	350	802	293	512	481	387	230	591	221	394	376	295	154	85	48	47	35
10.00 - 10.30								A	14.7	24	1285	1625	734	293	824	321	534	491	374	234	629	264	442	353	276	154	125	56 [^]	47 [^]	34 [^]
10.30 - 11.00								A	13.4	23	1171	1557	711	294	790	293	480	459	357	245	630	258	426	337	274	166	114 [^]	50 [^]	23 ^v	17 ^v
MACGYVER					24	205	209	A	12.5	21	1093	1614	611	238	682	147	343	339	367	294	632	183	307	284	290	285	117 [^]	84 [^]	183	114 [^]
MON.		8.00P	60	ABC	A	96	99	B	14.6	22	1276	1722	661	277	737	200	394	390	363	288	679	190	379	379	358	246	124	59	182	120
8.00 - 8.30								A	11.7	20	1023	1578	596	228	666	142	323	320	350	302	635	191	313	290	284	281	123 [^]	94 [^]	154	105 [^]
8.30 - 9.00								A	13.2	21	1154	1650	628	247	700	152	360	358	381	289	631	175	304	279	297	289	112 [^]	76 [^]	207	120 [^]
MAGNUM, P.I.					25	209	208	A	12.8	21	1119	1601	711	329	781	173	427	439	470	309	531	149	291	299	312	184	153	52 [^]	136	83 [^]
WED.		9.00P	60	CBS	PD	99	99	B	16.1	25	1407	1646	712	283	790	220	437	433	407	298	641	210	388	376	323	205	113	47	102	65
9.00 - 9.30								A	12.0	20	1049	1602	711	321	786	165	419	428	474	323	524	135 [^]	280	290	322	189	142	52 [^]	150	89 [^]
9.30 - 10.00								A	13.6	22	1189	1594	707	332	774	178	433	448	467	296	537	163	300	304	299	180	162	52 [^]	121	74 [^]
MARIAH					5	210	209	A	10.6	19	926	1339	725	297	806	228	476	482	418	291	433	142 [^]	256	256	188	149 [^]	70 [^]	51 [^]	30 ^v	20 ^v
WED.		10.00P	60	ABC	GD	99	99	B	10.8	19	944	1484	752	312	840	232	478	480	425	310	519	161	304	289	242	190	66	45	59	32
10.00 - 10.30								A	10.9	19	953	1324	718	297	801	226	475	483	412	286	417	133 [^]	242	240	182	146 [^]	71 [^]	51 [^]	35 ^v	25 ^v
10.30 - 11.00								A	10.2	19	891	1354	736	299	814	229	477	484	428	298	452	151 [^]	272	271	195	156 [^]	67 [^]	52 [^]	21 ^v	13 ^v
MATLOCK					27	205	209	A	16.5	28	1442	1523	731	252	826	159	315	337	408	451	551	129	234	247	274	266	58 [^]	14 ^v	88 [^]	47 [^]
TUE.		8.00P	60	NBC	GD	97	99	B	18.6	28	1626	1573	750	255	824	157	330	348	390	431	582	115	253	262	295	283	75	40	92	55
8.00 - 8.30								A	15.7	27	1372	1526	735	254	837	161	316	333	408	463	546	127	227	238	271	265	50 [^]	13 ^v	93 [^]	47 [^]
8.30 - 9.00								A	17.3	28	1512	1514	724	248	812	156	312	338	404	439	553	132	242	256	274	265	65 [^]	14 ^v	84 [^]	48 [^]
MAX HEADROOM					5	207	209	A	11.6	19	1014	1728	624	305	676	359	529	473	275	113 [^]	698	387	603	487	279	57 [^]	240	99 [^]	114 [^]	81 [^]
TUE.		10.00P	60	ABC	A	99	99	B	12.7	21	1110	1725	679	334	728	355	579	507	328	114	685	355	588	513	297	62	204	94	108	86
10.00 - 10.30								A	12.1	20	1058	1733	609	307	664	357	520	466	261	113 [^]	707	395	608	492	278	59 [^]	234	96 [^]	128 [^]	91 [^]
10.30 - 11.00								A	11.2	19	979	1691	629	295	675	357	530	478	284	107 [^]	675	372	587	473	273	54 [^]	245	100 [^]	96 [^]	71 [^]
ME & MRS. C					4	208	209	A	15.6	29	1363	1668	756	327	879	262	477	410	339	367	404	117	224	190	172	164	122	67 [^]	263	156
SAT.		9.30P	30	NBC	CS	99	99	B	16.2	29	1416	1665	788	312	923	293	477	406	342	395	435	110	230	213	193	180	113	60	194	119
MIAMI VICE					27	213	212	A	12.5	21	1093	1689	683	297	788	353	545	461	319	209	623	241	435	383	279	171	130 [^]	65 [^]	148	86 [^]
FRI.		9.00P	60	NBC	OP	99	99	B	16.5	27	1442	1767	681	329	767	288	505	474	368	205	686	267	481	433	330	165	140	64	174	121
9.00 - 9.30								A	11.9	21	1040	1713	678	337	814	373	562	483	321	213	609	233	421	365	272	176	129 [^]	76 [^]	161	83 [^]
9.30 - 10.00								A	13.1	22	1145	1657	689	261	764	332	529	442	316	207	626	247	445	397	280	161	130	55 [^]	137	86 [^]
MIKE HAMMER					16	206	204	A	11.9	21	1040	1623	773	311	858	178	399	378	422	420	571	118 [^]	258	269	312	258	92 [^]	22 ^v	102 [^]	64 [^]
WED.		8.00P	60	CBS	PD	99	98	B	12.2	19	1066	1614	715	237	784	158	336	352	386	384	638	139	300	315	339	284	75	28	117	67
8.00 - 8.30								A	11.4	21	996	1612	777	313	860	178	400	379	416	424	552	111 [^]	245	250	298	249	92 [^]	21 ^v	108 [^]	74 [^]
8.30 - 9.00								A	12.4	21	1084	1617	766	309	850	176	394	373	425	416	580	123 [^]	265	287	322	261	90 [^]	22 ^v	97 [^]	54 [^]
MR. BELVEDERE					19	208	204	A	11.3	21	988	1707	718	316	875	223	503	501	444	327	396	98 [^]								

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	AUG. AUD. %	SHARE %	AUG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
															TOTAL	18-34	WOMEN				MEN					TEENS (12-17)		CHILDREN (2-11)						
															18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11							
EVENING CONT'D																																		
MOONLIGHTING-CONT'D																																		
TUE. 9.00P 60 ABC PD 99 99															B 22.3 33 1949	1801	780	399	881	405	661	582	382	175	576	279	452	396	247	92	193	103	151	102
9.00 - 9.30															A 19.4 30 1696	1879	735	383	838	395	614	547	351	180	627	297	505	426	280	90	232	147	182	107
9.30 - 10.00															A 19.2 30 1678	1791	719	379	819	393	615	537	349	167	616	305	507	414	259	84^	213	138	143	85
MURDER, SHE WROTE															A 17.8 30 1556	1522	803	300	897	175	364	385	467	453	527	101	210	224	286	274	56^	40^	42^	33^
SUN. 8.00P 60 CBS SM 99 99															B 24.8 37 2168	1623	809	307	893	174	380	398	433	440	587	126	268	284	306	271	62	33	81	51
8.00 - 8.30															A 16.9 29 1477	1518	805	303	888	168	348	372	460	460	545	117	218	224	288	286	54^	37^	31^	24^
8.30 - 9.00															A 18.8 31 1643	1511	795	295	899	179	375	393	473	444	507	85^	201	217	283	265	56^	41^	49^	40^
MY SISTER SAM															A 13.0 21 1136	1782	726	299	894	310	536	472	396	299	469	176	306	276	237	122^	190	104^	229	137
MON. 8.30P 30 CBS CS 99 99															B 17.0 25 1486	1694	787	330	877	296	501	478	386	306	463	168	287	269	210	144	131	82	223	142
NBC MONDAY NIGHT MOVIES															A 18.6 30 1626	1730	612	272	697	292	482	445	334	161	634	262	438	378	290	160	220	96	179	145
MON. 9.00P 120 NBC FF 98 99															B 18.6 28 1626	1689	756	323	853	292	519	477	399	273	549	187	343	321	272	167	156	83	131	97
9.00 - 9.30															A 17.5 28 1530	1783	605	268	688	292	487	448	334	153	639	268	462	385	303	143	241	111	215	164
9.30 - 10.00															A 18.6 29 1626	1762	613	283	698	298	499	461	334	147	626	267	448	386	287	146	213	94	225	181
10.00 - 10.30															A 19.6 32 1713	1696	600	264	687	285	469	438	331	162	630	256	429	376	286	166	223	95	156	133
10.30 - 11.00															A 18.7 32 1634	1683	622	270	713	294	478	439	340	175	636	251	414	367	292	180	210	85^	124	107
NBC NIGHTLY NEWS-SAT.															A 7.3 18 638	1483	731	207^	771	107^	345	381	344	390	633	121^	259	247	316	318	50^	17^	29^	29^
SAT. 6.30P 30 NBC N 91 92															B 9.6 19 839	1483	654	190	718	97	220	260	302	431	641	137	279	278	279	326	43	9	81	48
NBC NIGHTLY NEWS-SUN															A 7.4 17 647	1501	665	256	774	145^	340	356	379	368	655	159^	295	318	307	288	LT	LT	72^	60^
SUN. 6.30P 30 NBC N 92 90															B 7.9 15 690	1508	706	229	767	146	289	315	330	415	624	139	292	299	289	292	45	19	72	45
NBC NIGHTLY NEWS															A 10.3 22 900	1391	673	170	724	121	254	288	313	403	583	120	244	254	259	309	23^	LT	61^	33^
M-F 6.30P 30 NBC N 99 99															B 12.0 22 1049	1472	679	202	740	142	263	292	318	406	623	122	262	271	287	318	45	23	64	38
NBC SUNDAY NIGHT MOVIE															A 16.5 26 1442	1759	791	339	871	250	544	501	464	278	693	195	397	407	405	218	120	32^	75^	49^
1 SUN. 8.00P 180 NBC FF 99 99															B 18.0 28 1573	1765	766	330	870	305	549	501	421	261	630	221	415	397	325	169	147	71	118	86
2 SUN. 9.00P 120															A 14.3 23 1250	1614	742	319	772	186^	417	408	411	312	688	176^	344	410	381	240	77^	23^	77^	77^
8.00 - 8.30															A 16.4 25 1433	1695	775	340	805	215	442	415	410	316	693	156^	353	402	405	252	121^	28^	76^	67^
8.30 - 9.00															A 16.2 26 1416	1785	769	313	867	262	543	486	443	274	687	193	400	412	416	209	135	47^	96^	60^
9.00 - 9.30															A 17.2 27 1503	1777	792	353	891	265	574	519	471	265	672	180	391	404	416	204	115	34^	99	53^
9.30 - 10.00															A 17.2 27 1503	1809	818	358	904	262	589	534	503	264	716	219	432	416	412	215	133	28^	56^	34^
10.00 - 10.30															A 16.5 27 1442	1771	818	342	904	259	576	531	496	279	698	214	418	393	392	218	115	25^	54^	33^
10.30 - 11.00															A 15.3 24 1337	1604	791	250	906	276	510	469	411	341	486	157	317	313	262	138	126	55^	86^	38^
NEWHART															B 19.2 28 1678	1669	782	334	866	295	504	483	386	297	540	205	362	337	250	152	113	61	150	93
MON. 9.00P 30 CBS CS 99 99															A 10.3 17 900	1501	800	296	887	218	425	428	412	396	452	105	209	214	221	212	74^	35^	88	54^
NEWSBREAK-M-F															B 11.7 18 1023	1582	781	304	872	249	446	427	398	367	519	147	275	264	252	212	87	43	104	72
M-W-F 9.58P 1 CBS N 72 72															A 6.2 12 542	1686	754	235^	956	258^	464	435	454	381	638	159^	285	304	241^	334	71^	61^	21^	11^
1 TUE. 9.59P 1															B 8.3 14 725	1699	723	285	821	218	433	435	407	318	634	179	361	359	329	229	100	48	144	96
2 TUE. 9.52P 1															A 12.8 20 1119	1720	827	321	905	212	473	477	479	373	653	170	338	368	327	246	90^	83^	72^	41^
NEWSBREAK-SAT.															B 14.1 21 1232	1597	794	321	891	241	450	444	418	374	553	151	288	289	276	227	80	44	73	51
1 SAT. 10.00P 1 CBS N 77 76															A 15.1 25 1320	1727	714	328	787	287	480	461	345	250	574	261	397	329	226	139	170	87^	196	112
2 SAT. 10.02P 1															B 16.1 25 1407	1744	722	335	832	327	527	480	359	254	523	202	358	328	246	134	180	89^	209	134
NEWSBREAK-SUN.															A 12.8 20 1119	1720	827	321	905	212	473	477	479	373	653	170	338	368	327	246	90^	83^	72^	41^
SUN. 9.57P 1 CBS N 75 76															B 14.1 21 1232	1597	794	321	891	241	450	444	418	374	553	151	288	289	276	227	80	44	73	51
NIGHT COURT															A 15.1 25 1320	1727	714	328	787	287	480	461	345	250	574	261	397	329	226	139	170	87^	196	112
WED. 9.00P 30 NBC CS 99 99															B 16.1 25 1407	1744	722	335	832	327	527	480	359	254	523	202	358	328	246	134	180	89^	209	134

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PROGRAM NAME										AUDIENCE COMPOSITION																								
WK		START TIME	DUR	NET	T/C THIS SEASON	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
#	DAY						WK 1	WK 2		AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11					
EVENING CONT'D																																		
NOTHING IN COMMON							5	204	204	A	19.5	31	1704	1634	734	347	827	335	570	539	377	197	565	263	425	377	237	121	159	71^	83	49^		
THU. 9.30P							30	NBC	CS	99	99	B	19.5	31	1704	1645	749	339	822	321	548	520	360	222	571	266	414	364	234	127	146	73	106	65
OHARA							15	202	205	A	9.2	17	804	1571	714	307	772	198	369	374	394	321	537	93^	321	327	330	199	116^	60^	146^	114^		
SAT. 9.00P							60	ABC	OP	99	99	B	10.7	18	935	1806	668	322	752	233	456	428	391	246	687	215	445	421	363	203	135	56	232	178
9.00 - 9.30										A	8.4	16	734	1620	749	297	797	192^	369	402	420	323	546	107^	334	338	327	198	106^	56^	171^	131^		
9.30 - 10.00										A	10.0	19	874	1523	682	311	751	204	367	347	370	322	527	81^	309	317	329	199	122^	63^	123^	97^		
OUR HOUSE							25	204		A	10.1	18	883	1595	734	367	892	262^	518	466	373	319	462	204^	292^	227^	191^	135^	69^	69^	172^	137^		
1 SUN. 7.00P							60	NBC	GD	99		B	12.8	20	1119	1967	796	347	910	277	523	476	407	330	594	203	382	334	291	177	182	105	281	184
7.00 - 7.30										A	9.4	17	822	1597	744	385	899	257^	535	482	396	307^	458	201^	288^	228^	190^	132^	66^	66^	174^	132^		
7.30 - 8.00										A	10.9	18	953	1568	713	343	872	262^	499	443	348	325	456	205^	292	220^	188^	133^	71^	71^	169^	137^		
OUR WORLD							24	205	205	A	5.6	9	489	1605	647	256^	705	222^	344	323	345	281^	634	111^	284^	364	393	241^	143^	58^	123^	48^		
THU. 8.00P							60	ABC	DN	99	99	B	6.5	10	568	1549	641	244	720	195	330	369	350	308	617	180	346	372	328	209	95	44	117	74
8.00 - 8.30										A	5.4	9	472	1680	673	284^	737	250^	380	347	338	284^	652	126^	318	397	410	213^	125^	46^	166^	63^		
8.30 - 9.00										A	5.7	9	498	1550	621	233^	675	195^	310	302	353	280^	629	99^	258^	340	384	271^	166^	69^	80^	31^		
OUTLAWS							13	207	205	A	8.1	17	708	1849	798	213	830	130^	340	370	460	417	705	167^	344	333	386	329	126^	89^	188^	94^		
SAT. 8.00P							60	CBS	A	99	98	B	11.1	20	970	1777	741	275	809	192	388	407	398	348	711	181	391	384	381	281	87	34	170	101
8.00 - 8.30										A	7.8	17	682	1793	791	208	824	123^	337	357	459	424	677	147^	330	331	378	319	93^	60^	199^	89^		
8.30 - 9.00										A	8.5	17	743	1867	790	206	820	129^	333	375	456	407	715	179^	349	332	390	331	159^	116^	173^	97^		
PERFECT STRANGERS							27	211	210	A	13.4	24	1171	1652	604	249	681	232	430	431	317	213	413	159	299	273	190	107^	231	114^	327	211		
WED. 8.00P							30	ABC	CS	99	99	B	15.8	25	1381	1926	734	315	821	339	568	506	358	199	548	240	408	364	245	111	220	112	337	231
RAGS TO RICHES							7	200		A	10.2	20	891	2213	835	317	954	376	701	593	427	208^	445	186^	326	278^	193^	111^	290^	202^	524	433		
2 SUN. 7.00P							120	NBC	CS	99		B	13.8	23	1206	2154	784	345	928	349	620	536	411	250	539	218	377	315	252	127	274	156	413	308
7.00 - 7.30										A	8.2	19	717	1937	759	211^	858	296^	525	470	360^	262^	396	165^	260^	203^	145^	136^	157^	117^	526	416		
7.30 - 8.00										A	8.8	18	769	2169	841	287^	928	353^	631	551	393	234^	439	196^	317^	265^	160^	122^	239^	144^	563	453		
8.00 - 8.30										A	11.3	21	988	2314	870	334	1004	430	800	643	451	176^	456	201^	361	310	199^	95^	357	253^	497	423		
8.30 - 9.00										A	12.5	22	1093	2318	846	390	985	394	776	656	472	181^	468	169^	340	306	246^	102^	351	249^	514	440		
RINGLING BROTHERS CIRCUS(S)							208			A	14.1	27	1232	1650	716	195^	812	189^	339	322	328	420	482	114^	193^	181^	200^	271	33^	LT	323	151^		
1 FRI. 8.00P							60	CBS	GV	99		A	12.7	25	1110	1644	709	191^	803	185^	331	307	315	423	470	120^	192^	176^	192^	266	31^	LT	340	162^
8.00 - 8.30										A	15.4	28	1346	1655	726	195^	821	191^	345	332	339	422	490	108^	194^	186^	207	274	33^	LT	311	143^		
8.30 - 9.00																																		
ROOMIES							5	202	201	A	8.7	18	760	1664	687	282	754	218	435	397	340	293	553	160^	311	314	274	207	100^	60^	257	131^		
FRI. 8.00P							30	NBC	CS	99	99	B	11.2	21	979	1802	707	320	807	281	495	433	349	270	578	184	344	317	284	200	192	109	225	126
SCARECROW & MRS. KING							1	204		A	9.1	16	795	1585	807	265^	880	175^	344^	347^	330	494	528	152^	264^	215^	162^	251^	86^	46^	91^	57^		
2 THU. 8.00P							60	CBS	GD	99		B	9.1	16	795	1585	807	265	880	175	344	347	360	494	528	152	264	215	162	251	86	46	91	57
8.00 - 8.30										A	8.4	15	734	1582	807	266^	870	167^	340^	343^	358^	486	522	130^	245^	197^	161^	259^	86^	50^	104^	61^		
8.30 - 9.00										A	9.7	16	848	1593	810	266^	894	180^	349	347	363	510	537	172^	282^	236^	163^	244^	83^	42^	79^	52^		
SIMON & SIMON							14	203	207	A	11.8	19	1031	1468	731	246	825	191	359	343	353	418	505	133^	239	223	215	247	77^	25^	61^	57^		
THU. 9.00P							60	CBS	PD	97	99	B	13.4	20	1171	1627	736	265	830	210	408	415	407	356	569	136	291	291	306	236	108	46	120	79
9.00 - 9.30										A	10.5	17	918	1499	736	240	833	201	358	347	342	428	511	120^	235	224	226	256	79^	26^	76^	68^		
9.30 - 10.00										A	13.1	21	1145	1430	723	248	814	182	354	339	360	409	498	146	242	223	203	238	73^	23^	45^	45^		
60 MINUTES							29	209	210	A	16.3	31	1425	1502	714	242	761	103	274	341	409	410	681	175	326	335	326	315	45^	22^	15^	9^		
SUN. 7.00P							60	CBS	DN	99	99	B	22.6	36	1975	1610	728	269	791	156	327	352	377	395	712	188	348	365	343	305	45	18	62	38
7.00 - 7.30										A	15.3	31	1337	1506	694	235	743	95^	259	327	395	410	696	175	328	343	336	327	51^	23^	16^	7^		
7.30 - 8.00										A	17.2	32	1503	1504	731	247	777	108	285	356	422	412	672	177	322	331	317	307	42^	22^	13^	9^		

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK # DAY START TIME DUR NET TYPE										WK 1	WK 2	AUG. AUD. %	SHARE %		AUG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TOTAL	FEM.	CHILDREN (2-11) TOTAL 6-11			
																		WOMEN					MEN										
										18-34		18-49		25-54		35-64		55+		18-34		18-49		25-54		35-64		55+		TEENS (12-17)			
										TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL	
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF INC. HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11								
LATE FRINGE CONT'D																																			
CBS NEWS NIGHTWATCH-1					140	49	49	A	1.0	10	87	747	448	322	471	104	207	150	241	264	276	184	184	184	92	LT	LT	LT	LT						
1 M-THSU 2.00A 30 CBS N					45	49	B	1.1	11	96	522	257	132	315	71	147	133	174	155	199	120	114	108	77	LT	LT	LT	LT							
2 M-THSU 2.00A 30																																			
CBS NEWS NIGHTWATCH-2					144	68	68	A	1.5	17	131	710	343	107	404	145	191	76	92	213	306	123	161	206	145	LT	LT	LT	LT						
M-THSU 2.30A 30 CBS N					65	63	B	1.4	17	122	490	237	89	284	80	134	131	126	138	196	119	122	131	68	LT	LT	LT	LT							
CBS NEWS NIGHTWATCH 3					144	98	98	A	1.3	22	114	386	263	105	298	79	97	LT	53	193	88	44	53	62	LT	LT	LT	LT							
M-THSU 3.00A 180 CBS N					80	80	B	1.2	21	105	397	181	85	229	57	84	81	78	130	152	72	68	56	76	LT	LT	LT	LT							
3.00 - 3.30							A	1.5	21	131	695	442	222	504	99	191	92	168	313	191	77	92	146	99	LT	LT	LT	LT							
3.30 - 4.00							A	1.4	22	122	492	337	124	386	82	82	LT	82	304	106	82	82	90	LT	LT	LT	LT								
4.00 - 4.30							A	1.3	23	114	289	185	LT	237	79	79	LT	LT	158	52	52	52	52	LT	LT	LT	LT								
4.30 - 5.00							A	1.3	25	114	228	150	44	202	97	97	LT	LT	105	LT	LT	LT	LT	LT	LT	LT	LT								
5.00 - 5.30							A	1.2	24	105	200	200	76	200	76	76	LT	LT	124	LT	LT	LT	LT	LT	LT	LT	LT								
5.30 - 6.00							A	1.1	20	96	344	282	147	282	84	105	104	62	136	62	LT	LT	62	62	LT	LT	LT	LT							
CBS NEWS-SPECIAL(S)						196	A	4.8	13	420	1274	730	191	765	143	269	347	410	407	469	114	224	219	193	207	LT	LT	36	LT						
2 TUE. 11.30P 30 CBS N						94																													
CBS SUNDAY NEWS-OSGOOD					27	113	113	A	4.6	10	402	1289	594	311	753	336	435	346	251	305	498	234	371	269	196	122	38	LT	LT						
SUN. 11.00P 15 CBS N					66	62	B	4.8	10	420	1303	670	204	743	208	343	340	313	352	516	138	273	263	251	223	24	LT	20	LT						
DAVID LETTERMAN I					112	204	204	A	3.7	18	323	981	468	170	530	251	307	228	201	187	417	238	312	173	154	93	34	34	LT	LT					
M-TH 12.30A 30 NBC GV					99	99	B	4.2	20	367	1152	454	220	577	238	359	290	242	166	513	258	405	297	216	83	43	18	19	14						
DAVID LETTERMAN II					112	204	204	A	2.9	18	253	893	364	130	467	261	305	213	139	146	383	249	328	162	118	51	43	43	LT	LT					
M-TH 1.00A 30 NBC GV					99	99	B	3.3	20	288	1074	381	194	513	228	340	274	209	133	502	274	408	277	194	72	40	LT	19	LT						
FRIDAY NIGHT VIDEOS					28	188	190	A	3.3	16	288	1215	247	218	475	274	333	191	156	90	462	226	378	392	201	63	247	87	31	31					
FRI. 12.30A 90 NBC PC					97	96	B	3.8	19	332	1124	410	220	523	258	369	318	216	119	382	206	319	261	160	50	184	99	35	32						
12.30 - 1.00							A	4.1	16	358	1218	311	126	428	193	193	67	136	168	525	240	388	391	226	121	223	106	42	42						
1.00 - 1.30							A	3.2	16	280	1157	197	200	439	278	360	210	144	43	353	164	300	322	158	31	318	132	47	47						
1.30 - 2.00							A	2.6	16	227	1256	203	388	591	387	515	361	204	27	467	264	436	467	203	LT	198	LT	LT	LT						
G MICHAELS SPORTS MACHINE					30	83	82	A	1.9	6	166	1193	422	157	518	151	380	380	337	138	463	162	367	295	301	96	79	LT	133	LT					
SUN. 11.30P 15 NBC SC					50	49	B	2.1	7	184	1015	471	211	544	159	328	336	289	140	435	168	285	247	188	129	LT	LT	LT	LT						
KEEP ON CRUISIN					12	157	158	A	2.5	8	219	1288	595	214	663	187	342	330	316	210	561	77	324	355	366	183	36	LT	28	LT					
FRI. 11.30P 60 CBS GV					78	80	B	2.3	7	201	1125	586	254	639	179	349	373	333	222	389	98	205	228	188	131	41	35	56	46						
11.30 - 12.00							A	2.7	8	236	1475	776	208	822	309	467	335	314	276	539	82	276	317	351	204	63	LT	51	LT						
12.00 - 12.30							A	2.3	8	201	1035	369	214	463	35	184	314	313	134	572	75	378	397	369	150	LT	LT	LT	LT						
SAT NIGHT'S MAIN EVENT 10(S)					200			A	8.3	25	725	1553	432	118	470	199	355	296	163	115	739	344	584	447	337	146	270	97	74	62					
1 SAT. 11.30P 84 NBC CV					99																														
11.30 - 12.00							A	9.3	24	813	1683	548	138	611	220	437	380	236	174	732	282	494	421	357	212	218	80	122	95						
12.00 - 12.30							A	8.2	25	717	1467	343	111	361	179	291	238	112	70	759	409	650	458	317	109	298	106	49	49						
12.30 - 1.00							A	7.1	26	621	1469	374	94	395	186	310	241	124	85	733	357	641	488	336	92	312	111	29	29						
SATURDAY NIGHT					20	197	A	6.6	20	577	1367	442	226	496	182	335	316	236	142	454	205	335	270	190	107	382	147	35	35						
2 SAT. 11.30P 79 NBC GV					99		B	7.7	23	673	1528	534	277	646	336	481	400	227	130	578	306	460	387	220	90	225	88	79	65						
11.30 - 12.00							A	7.6	20	664	1414	547	216	574	194	364	347	262	186	489	161	306	256	228	175	320	126	31	31						
12.00 - 12.30							A	6.3	20	551	1327	397	255	458	169	318	315	238	117	424	216	329	264	169	81	408	150	37	37						
12.30 - 1.00							A	5.5	21	481	1343	303	198	398	179	305	251	178	93	426	281	411	314	145	LT	475	191	44	44						
TONIGHT SHOW					140	201	202	A	6.1	19	533	1176	586	268	648	208	319	299	319	279	465	179	276	236	211	167	48	23	15	9					
CONT'D																																			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TEENS (12-17)	CHILDREN (2-11)	TOTAL 6-11	
LATE FRINGE CONT'D																															
TONIGHT SHOW-CONT'D																															
		M-F	11.30P	60	NBC	GV	99	99	B	7.1	22	621	1287	614	230	687	198	338	329	327	284	507	182	323	282	245	160	63	29	30	19
			11.30 - 12.00						A	6.8	19	594	1226	603	284	672	215	345	316	325	281	495	181	290	257	222	183	46^	21^	13^	8^
			12.00 - 12.30						A	5.5	20	481	1073	546	236	605	197	281	269	304	270	412	171	246	202	188	143	41^	19^	15^	10^
•WEEKDAY DAYTIME																															
		ABC DAYTIME NEWSBRIEF-M-F	137	206	208				A	6.6	25	577	1253	773	170	845	394	589	532	365	188	267	112^	166	107^	66^	101^	53^	48^	88^	40^
		1 M-F 2.58P 1 ABC N	97	98					B	7.3	25	638	1235	762	186	851	380	585	521	348	210	244	89	133	108	82	102	71	60	69	23
		2 MON. 2.58P 1																													
		2 W-F 2.57P 2																													
		ABC WORLD NEWS-MORN-615A	139	139	139				A	1.3	14	114	1386	676	378^	676	211^	403^	535^	413^	141^	631	254^	465^	377^	298^	166^	LT	LT	62^	62^
		M-F 6.15A 15 ABC N	83	83					B	1.3	13	114	1120	524	260	558	139	335	378	356	159	499	104	255	301	292	182	LT	LT	LT	LT
		ABC WORLD NEWS-MORN-645A	138	184	184				A	2.8	18	245	1351	651	285	656	117^	383	448	487	208^	591	175^	387	368	343	175^	46^	LT	58^	25^
		M-F 6.45A 15 ABC N	95	95					B	2.5	17	219	1209	636	310	669	122	384	428	453	223	462	108	257	272	261	167	24	LT	54	LT
		ALL MY CHILDREN	138	214	213				A	6.8	25	594	1301	843	230	921	452	691	570	378	183	263	108^	154	113^	82^	108^	38^	16^	79^	9^
		M-F 1.00P 60 ABC DD	99	99					B	6.9	23	603	1280	815	251	912	450	682	578	351	187	229	106	152	117	73	71	50	38	89	26
		1.00 - 1.30							A	6.4	24	559	1283	835	245	911	452	681	554	369	186	258	107^	153	114^	77^	104^	40^	16^	74^	LT
		1.30 - 2.00							A	7.2	27	629	1300	847	217	923	448	694	580	384	181	256	107^	150	106^	80^	106^	38^	19^	83^	11^
		AMERICAN TREASURY	85	198	196				A	4.7	17	411	1180	744	124^	839	190	413	408	415	363	192	43^	82^	67^	76^	110^	54^	54^	95^	31^
		M-WF 3.58P 1 CBS DO	93	92					B	5.3	17	463	1330	787	175	901	237	441	395	407	394	228	80	123	91	95	85	118	76	83	42
ANOTHER WORLD																															
		1 M-F 2.00P 60 NBC DD	136	203	203				A	4.5	17	393	1384	974	226	1011	319	598	502	421	378	205	38^	107^	80^	112^	94^	73^	59^	93^	17
		2 M-WTHF 2.00P 60							B	5.1	18	446	1384	865	207	966	310	529	463	422	374	248	89	140	100	105	91	82	67	88	29
		2.00 - 2.30							A	4.6	17	402	1391	992	253	1035	347	625	520	422	373	211	40^	117^	89^	117^	92^	52^	42^	93^	LT
		2.30 - 3.00							A	4.4	16	385	1369	962	185	990	298	574	486	415	379	197	37^	98^	73^	105^	93^	88^	73^	94^	LT
		AS THE WORLD TURNS	29	207	207				A	6.2	23	542	1205	840	154	949	220	446	388	427	449	232	45^	63^	47^	89^	169	LT	LT	16^	LT
		1 M-F 2.00P 60 CBS DD	99	98					B	6.5	23	568	1214	840	149	935	226	431	392	400	440	210	55	72	60	74	127	33	15	36	20
		2 M-WTHF 2.00P 60																													
		2.00 - 2.30							A	6.2	23	542	1203	843	155	948	222	444	388	418	450	234	45^	65^	47^	93^	169	LT	LT	13^	LT
		2.30 - 3.00							A	6.3	24	551	1180	829	149	938	217	444	384	428	442	218	41^	56^	43^	80^	162	LT	LT	16^	LT
		BEFORE HOURS	45	137	137				A	.6	8	52	808^	442^	366^	442^	LT	173^	270^	366^	172^	366^	LT	135^	135^	270^	231^	LT	LT	LT	LT
		M-F 6.15A 15 NBC N	85	85					B	.5	6	44	874	413	286	428	LT	155	270	308	156	428	LT	213	227	248	201	LT	LT	LT	LT
		BLOCKBUSTERS	80	140					A	2.3	11	201	1119	806	214^	806	209^	328^	318^	373^	438^	238^	59^	65^	45^	65^	169^	25^	LT	50^	LT
		1 M-F 10.30A 30 NBC QG	73						B	2.8	12	245	1291	717	130	772	228	327	313	267	401	317	77	116	99	107	185	72	44	130	37
		BOLD AND BEAUTIFUL-TUE(B)		170					A	5.0	19	437	1133	664	94^	703	64^	229^	247^	355^	456^	430^	77^	251^	174^	284^	179^	LT	LT	LT	LT
		2 TUE. 1.30P 30 CBS DD	79																												
		BOLD AND THE BEAUTIFUL	29	197	198				A	5.5	21	481	1202	784	152	903	212	436	380	393	427	285	97^	125^	100^	103^	155	LT	LT	LT	LT
		1 M-F 1.30P 30 CBS DD	94	94					B	5.5	20	481	1175	786	149	893	208	406	380	390	422	228	79	104	73	82	117	26	12	28	16
		2 M-WTHF 1.30P 30																													
		CBS MORNING NEWS- 6:30AM	80	145	144				A	1.5	14	131	1267	648	381^	679	129^	343^	374^	374^	305^	511^	130^	260^	291^	313^	220^	LT	LT	54^	54^
		M-F 6.30A 30 CBS N	85	85					B	1.5	13	131	1241	638	281	660	141	270	290	276	354	527	123	241	267	262	250	LT	LT	LT	LT
		CBS MORNING NEWS- 7:00AM	80	201	192				A	2.5	13	219	1352	712	223^	762	96^	284^	380	407	382	511	64^	206^	200^	328	301^	51^	LT	28^	LT
		M-F 7.00A 30 CBS N	98	92					B	2.7	14	236	1268	705	252	764	148	332	362	349	366	446	73	172	194	239	239	LT	LT	39	30

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1987 REPORT

PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																											
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)												
WEEKDAY DAYTIME CONT'D																																				
CLASSIC CONCENTRATION				4		141		A 2.1 11	184	1174	760 103v	760 281^	336^245^	250^380^	331^	54v	141v	141v	114v	190^	28v	28v	55v	LT												
2 MWTHF 10.30A 30 NBC QG						74		B 2.1 11	184	1174	760 103	760 281	336 245	250 380	331	54	141	141	114	190	28	28	55	LT												
DAYS OF OUR LIVES				138	210	207		A 6.1 23	533	1402	920 157	974 315	523 457	383 380	284	80^	150	118^	126^127^	81^	58^	63^	9v													
1 M-F 1.00P 60 NBC DD 99 99								B 7.0 23	612	1459	855 206	963 330	533 450	388 370	328	127	187	131	124	118	98	82	70	24												
2 MWTHF 1.00P 60																																				
2 TUE. 1.00P 49																																				
1.00 - 1.30								A 5.9 22	516	1397	928 154	984 313	514 450	383 396	272	67^	133	107^	128^130^	84^	59^	57^	LT													
1.30 - 2.00								A 6.3 24	551	1401	911 163	964 317	530 465	382 364	291	90^	162	127	121^124^	79^	59^	67^	14v													
FAME, FORTUNE AND ROMANCE				138	148	147		A 2.0 10	175	1011	644 154^	713 216^	433 428	389^234^	183^	74v	74v	56v	52v	92v	LT	LT	103^	2v												
M-F 11.00A 30 ABC CC 78 77								B 2.3 10	201	1124	648 195	748 264	461 438	349 237	249	101	155	107	96	88	30	LT	97	35												
GENERAL HOSPITAL				133	211	211		A 7.4 27	647	1221	779 155	843 360	552 494	358 222	199	62^	121	106	81^	71^	126	118	53^	17v												
1 M-F 3.00P 60 ABC DD 99 99								B 8.3 27	725	1272	777 202	872 385	575 507	346 234	219	71	125	103	85	89	103	86	78	31												
2 MWTHF 3.00P 60																																				
3.00 - 3.30								A 7.4 28	647	1229	793 150	857 375	571 516	365 215	204	71^	126	111	74^	70^	116	112	52^	13v												
3.30 - 4.00								A 7.4 27	647	1202	763 159	828 347	534 471	350 227	192	54^	114	97^	82^	72^	128	117	54^	24v												
GOOD MORNING, AMERICA-730				138	210	210		A 4.3 21	376	1160	721 202	753 208	436 432	380 284	344	57^	131^125^	175^205	LT	LT	56^	32v														
M-F 7.30A 30 ABC N 99 99								B 4.5 22	393	1197	691 219	745 188	390 418	365 290	349	84	166	164	162	170	35	20	68	34												
GOOD MORNING, AMERICA-830				136	208	208		A 4.2 20	367	1082	749 147^	757 180^	392 389	370 344	291	43v	95^	91^	145^187	LT	LT	22v	LT													
M-F 8.30A 30 ABC N 99 99								B 4.5 20	393	1148	719 164	765 184	368 379	353 349	315	64	124	112	143	178	16	LT	52	16												
CHILDREN (2-11)																																				
1 M-F 3.00P 60 CBS DD 99 99				140	208	208		A 5.3 19	463	1201	792 111^	913 225	447 394	399 418	208	48^	73^	54^	71^132^	46^	41^	34v	18v													
2 MWTHF 3.00P 60								B 6.2 21	542	1308	802 173	923 235	449 408	414 408	225	75	111	82	87	96	103	66	57	31												
3.00 - 3.30								A 5.3 20	463	1173	788 103^	916 225	446 379	393 429	196	45^	57^	41^	63^136^	37v	30v	24v	11v													
3.30 - 4.00								A 5.3 19	463	1220	791 114^	906 224	451 407	404 404	216	47^	86^	67^	81^127^	55^	52^	43^	24v													
LOVING				138	180	176		A 3.4 14	297	1323	868 228^	983 394	652 542	424 273	236	74^	95^	67^	74^132^	30v	27v	74^	LT													
1 M-F 12.30P 30 ABC DD 90 87								B 3.9 14	341	1409	841 245	957 413	663 535	358 261	268	85	141	122	106	115	66	48	118	33												
2 M-TH 12.30P 30																																				
2 FRI. 12.33P 27																																				
MAIN STREET 8(S)				167				A 3.7 11	323	1402	637^311^	705^244^	408^440^	341^265^	186v	50v	50v	50v	44v	136v	353^142v	158v	148v													
1 TUE. 4.00P 60 NBC CN 91								A 3.7 11	323	1310	803^431^	849^273^	561^583^	442^266^	102v	LT	LT	LT	28v	102v	340^117v	19v	LT													
4.00 - 4.30								A 3.6 10	315	1514	478^193v	567^218v	260^298^	242^269^	270^102v	102v	102v	57v	168v	372^172v	305^	295^														
4.30 - 5.00																																				
MORNING PROGRAM				80	200	200		A 2.4 12	210	1271	776 166^	838 182^	349 386	309^442	400	81v	167^158^	195^228^	LT	LT	LT	LT														
1 M-F 7.30A 90 CBS N 98 98								B 2.6 12	227	1238	748 160	808 165	314 329	315 439	372	68	135	129	177	216	LT	LT	37	22												
2 MWTHF 7.30A 90																																				
2 TUE. 8.00A 60																																				
7.30 - 8.00								A 2.4 12	210	1295	757 190^	829 158^	315^375	333 443	409	51v	165^162^	230^244^	24v	LT	33v	33v														
8.00 - 8.30								A 2.3 11	201	1308	777 174^	851 199^	378 377	304^453	433	85v	165^163^	219^254^	LT	LT	LT	LT														
8.30 - 9.00								A 2.5 12	219	1256	785 147^	854 197^	361 407	306^433	375	101^	169^156^	159^201^	LT	LT	LT	LT														
MORNING PROGRAM(B)				178				A 2.1 10	184	1196^	837^195v	951^108v	255^315v	348^636^	245v	LT	77v	77v	245v	168v	LT	LT	LT	LT												
2 TUE. 7.30A 30 CBS N 83																																				
NBC NEWS AT SUNRISE				140	193	193		A 2.3 22	201	1075	492 228^	528 80v	265^298^	295^199^	523	110^	265^329^	324^184^	LT	LT	LT	LT														
M-F 6.00A 30 NBC N 98 98								B 2.4 20	210	1111	535 238	577 81	275 307	320 252	501	117	291	326	306	164	LT	LT	LT	LT												

KEY: A-CURRENT REPORT B-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1987 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION														
T/C THIS SEASON										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
NO. OF STATIONS & PROGRAM COVERAGE										HOUSEHOLD AUDIENCES														
WK 1 WK 2										K E Y														
WK # DAY START TIME DUR NET TYPE										AVG. AUD. SHARE %														
WK 1 WK 2										AVG. AUD. (0,000)														
WK 1 WK 2										TOTAL PERSONS (2+)														
WK 1 WK 2										LADY WORK-ING HOUSE WOM.														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 35-64 55+														
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WK 1 WK 2										TOTAL 18-34 18-49 25-54 35-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 35-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 35-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 35-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 35-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 35-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 35-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 35-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 35-64 55+														
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WK 1 WK 2										TOTAL 18-34 18-49 25-54 35-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 35-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 35-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 35-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54														

KEY: A-CURRENT REPORT B-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)					CHILDREN (2-11)								
														TOTAL	18-34	18-49			25-54		35-64		55+		TOTAL	18-34	18-49			25-54		35-64		55+		TOTAL FEM.	TOTAL 6-11
WEEKDAY DAYTIME CONT'D																																					
TODAY SHOW-8.30AM						139	205	201	A	4.5	22	393	1155	712	107^	730	173^	336	368	303	351	389	48^	122^	154^	212	210	LT	LT	26^	LT						
M-F 8.30A 30 NBC N						99	98	B	5.3	24	463	1203	746	157	783	173	327	334	302	402	358	66	139	150	169	183	19	LT	43	25							
\$25,000 PYRAMID						137	178	172	A	2.8	14	245	1237	600	114^	808	274^	352	302	248^	396	301	97^	134^	147^	123^	126^	LT	LT	115^	21						
1 M-F 10.00A 30 CBS QP						91	86	B	3.8	16	332	1191	706	144	783	202	314	302	288	416	275	79	124	112	120	126	26	LT	107	48							
2 MTHF 10.00A 30																																					
WEBSTER M-F						89	150	149	A	2.0	9	175	1040	612	155^	686	229^	418	389^	389^	228^	126^	69^	69^	41^	LT	45^	68^	68^	160^	34^						
M-F 11.30A 30 ABC CS						78	78	B	2.2	9	192	1189	612	193	676	294	470	382	285	179	191	80	122	95	67	62	78	47	244	96							
WHEEL OF FORTUNE						136	210	208	A	5.0	25	437	1208	798	111^	858	217	320	286	304	490	252	45^	80^	78^	90^	158	48^	48^	50^	L1						
M-F 11.00A 30 NBC QG						98	98	B	6.2	26	542	1271	748	134	817	197	316	303	302	449	311	66	110	94	119	183	53	35	90	33							
WORDPLAY						89	146	145	A	3.0	12	262	1218	790	87^	844	195^	313	297	363	478	255^	52^	75^	77^	119^	164^	35^	19^	84^	LT						
1 M-F 12.30P 30 NBC QG						77	77	B	3.5	13	306	1341	750	166	837	255	352	325	323	414	303	81	119	92	127	171	82	47	119	53							
2 M-TH 12.30P 30																																					
2 FRI. 12.39P 21																																					
YOUNG AND RESTLESS-WED(B)						109			A	4.8	21	420	1029	676	136^	782	224^	427^	315^	281^	355^	168^	LT	LT	56^	56^	112^	LT	LT	79^	LT						
2 WED. 12.30P 15 CBS DD						74																															
YOUNG AND RESTLESS-FRI(B)						105			A	4.2	18	367	1101	793	297^	812	221^	337^	278^	286^	433^	223^	16^	22^	39^	71^	168^	LT	LT	66^	LT						
2 FRI. 12.38P 30 CBS DD						72																															
YOUNG AND THE RESTLESS						141	208	208	A	7.3	30	638	1235	784	145	883	274	473	399	332	379	292	92^	140	103^	97^	142	17^	LT	43^	LT						
1 FRI. 12.30P 30 CBS DD						99	99	B	8.0	10	699	1249	800	188	910	280	477	416	365	384	255	71	121	96	101	119	31	19	53	19							
2 MTHF 12.30P 60																																					
2 WED. 12.45P 45																																					
2 FRI. 1.08P 22																																					
12.30 - 1.00									A	7.1	30	621	1251	782	152	883	284	479	384	325	373	300	93^	144	101^	101^	147	18^	LT	50^	LT						
1.00 - 1.30									A	7.4	29	647	1219	794	142	885	263	465	413	338	388	286	91^	137	104^	92^	139	11^	LT	37^	LT						
*WEEKEND DAYTIME																																					
ABC PRO BOXING						1	161		A	3.4	9	297	1582	441^	245^	464^	255^	333^	192^	128^	131^	970	236^	457^	585^	555^	344^	LT	LT	148^	37^						
1 SUN. 3.30P 90 ABC SE						84		B	3.4	9	297	1582	441	245	464	255	333	192	128	131	970	236	457	585	555	344	LT	LT	148	37							
3.30 - 4.00								A	3.4	9	297	1505	428^	206^	428^	205^	276^	148^	115^	152^	918^	265^	400^	629^	481^	289^	LT	LT	159^	58^							
4.00 - 4.30								A	3.5	9	306	1507	404^	268^	404^	267^	303^	159^	83^	101^	965	190^	425^	626^	596^	339^	LT	LT	138^	27^							
4.30 - 5.00								A	3.3	8	288	1750	504^	275^	580^	301^	434^	278^	198^	146^	1027	257^	561^	507^	590^	398^	LT	LT	143^	24^							
ABC WEEKEND SPECIALS						28	168	169	A	2.8	12	245	1763	139^	138^	224^	90^	164^	137^	109^	53^	256^	143^	228^	155^	85^	28^	335^	175^	948	474^						
SAT. 12.00N 30 ABC FV						87	84	B	3.7	12	323	1731	407	169	473	257	347	289	166	106	281	154	213	156	84	59	178	116	799	477							
ABC WIDE WORLD-SPORTS SAT						18			A	3.5	11	306	1065	438^	146^	555^	69^	268^	235^	369^	251^	500^	147^	300^	288^	232^	176^	LT	LT	LT	LT						
2 SAT. 5.00P 60 ABC SA						98		B	5.8	14	507	1509	555	227	634	154	294	294	299	293	685	190	385	389	332	252	77	23	113	60							
5.00 - 5.30								A	2.9	9	253	1079^	447^	146^	581^	91^	265^	214^	367^	276^	498^	135^	309^	304^	252^	158^	LT	LT	LT	LT							
5.30 - 6.00								A	4.0	12	350	1060	438^	151^	543^	55^	277^	254^	374^	234^	503^	160^	300^	278^	214^	188^	14^	LT	LT	LT	LT						
ABC WIDE WLD-SPORTS SPEC.(S)						201			A	3.4	11	297	1199	523^	101^	523^	145^	277^	300^	239^	206^	613^	168^	303^	347^	262^	236^	53^	23^	LT	LT						
1 SAT. 3.00P 90 ABC SA						96			A	2.7	9	236	1076^	487^	46^	487^	132^	288^	293^	232^	160^	559^	169^	292^	288^	246^	195^	30^	LT	LT	LT						
3.00 - 3.30								A	3.1	10	271	1181	498^	55^	498^	137^	269^	288^	250^	181^	590^	181^	313^	346^	228^	211^	93^	74^	LT	LT	LT						
3.30 - 4.00								A	4.4	13	385	1283	561^	167^	561^	161^	275^	311^	236^	250^	660^	159^	302^	380^	295^	280^	36^	LT	26^	26^							
4.00 - 4.30																																					
ALL NEW EWOKS						28	198	195	A	2.8	12	245	1800	263^	78^	287^	193^	213^	213^	65^	74^	297^	162^	261^	183^	99^	36^	309^	27^	907	482^						
SAT. 11.30A 30 ABC CA						92	89	B	4.0	13	350	1799	381	137	431	259	340	256	129	82	324	192	271	192	99	49	203	98	841	444							

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)					CHILDREN (2-11)				
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11				
WEEKEND DAYTIME CONT'D																																	
ALVIN AND THE CHIPMUNKS 25 198 203 A 6.0 24 524 2027 426 173^ 468 264^ 377 363 142^ 91^ 338 239^ 261^ 96^ 53^ 70^ 244^ 124^ 977 565																																	
SAT. 10.30A 30 NBC CA 99 99 B 6.9 23 603 1769 327 111 398 245 302 219 105 84 255 147 193 140 81 51 195 100 921 498																																	
AMERICAN BANDSTAND 23 142 A 1.8 7 157 955^ 299^ 128^ 299^ 128^ 128^ 128^ 50^ 171^ 382^ 255^ 255^ 255^ 64^ 127^ 274^ LT LT LT																																	
1 SAT. 1.00P 30 ABC PC 65 B 2.5 8 219 1516 421 171 514 235 322 336 199 120 443 243 352 297 162 61 211 114 348 216																																	
BERENSTAIN BEARS 30 196 196 A 2.6 16 227 1656 199^ 75^ 230^ 119^ 186^ 163^ 67^ 44^ 299^ 154^ 212^ 72^ 74^ 87^ 21^ LT 1106 740																																	
SAT. 8.00A 30 CBS CA 96 96 B 2.6 16 227 1568 288 124 345 159 221 191 104 109 215 79 141 125 106 66 88 37 920 550																																	
BUGS BUNNY & TWEETY SHOW 29 204 206 A 3.7 15 323 1740 401^ 155^ 438 188^ 282^ 266^ 179^ 156^ 456 226^ 344^ 266^ 205^ 112^ 137^ 25^ 709 325^																																	
SAT. 11.00A 30 ABC CA 95 96 B 5.0 17 437 1803 383 168 447 272 350 260 130 86 329 192 259 188 96 64 185 96 842 450																																	
BUSINESS WORLD 25 127 134 A 1.9 7 166 1030 519^ 60^ 681^ 163^ 163^ 162^ 241^ 380^ 307^ LT LT LT 90^ 283^ LT LT LT LT LT																																	
SUN. 12.30P 30 ABC N 75 78 B 1.6 5 140 1018 497 187 593 158 232 177 164 346 351 69 121 124 107 213 LT LT LT LT LT																																	
BYRON NELSON GOLF-SAT(S) 197 A 2.5 11 219 1562 457^ 114^ 507^ 41^ 196^ 209^ 256^ 257^ 626^ 105^ 216^ 216^ 279^ 346^ 173^ LT 256^ 46^																																	
2 SAT. 2.00P 90 CBS SE 97 A 2.2 10 192 1828 484^ 151^ 536^ 52^ 271^ 259^ 307^ 225^ 714^ 199^ 343^ 287^ 280^ 307^ 229^ LT 349^ 69^																																	
2.00 - 2.30 A 2.3 10 201 1567 497^ 115^ 497^ LT 168^ 214^ 273^ 283^ 607^ 90^ 179^ 139^ 244^ 378^ 144^ LT 319^ 40^																																	
2.30 - 3.00 A 2.9 12 253 1407 415^ 91^ 510^ 71^ 174^ 174^ 209^ 265^ 589^ 47^ 146^ 229^ 313^ 360^ 162^ LT 146^ 36^																																	
3.00 - 3.30																																	
BYRON NELSON GOLF-SUN(S) 204 A 5.6 16 489 1507 671 354^ 700 199^ 433^ 378^ 347^ 267^ 782 273^ 396^ 379^ 349^ 338^ LT LT 25^ 19^																																	
2 SUN. 4.17P 135 CBS SE 99 A 4.9 15 428 1563 602^ 354^ 634^ 244^ 416^ 376^ 305^ 218^ 826 384^ 445^ 350^ 291^ 344^ LT LT 103^ 40^																																	
4.00 - 4.30 A 5.0 15 437 1297 527^ 247^ 541^ 172^ 304^ 256^ 267^ 237^ 724 275^ 328^ 285^ 288^ 362^ LT LT 32^ 23^																																	
4.30 - 5.00																																	
5.00 - 5.30 A 5.1 15 446 1354 575^ 322^ 611^ 186^ 367^ 320^ 288^ 244^ 718 274^ 339^ 321^ 289^ 336^ LT LT 25^ 25^																																	
5.30 - 6.00 A 5.9 17 516 1727 878 504^ 909 277^ 619 536^ 461^ 290^ 791 297^ 368^ 371^ 311^ 356^ LT LT 27^ 27^																																	
6.00 - 6.30 A 6.6 18 577 1612 706 339^ 732 163^ 434^ 382^ 360^ 298^ 880 229^ 523 528 500 307^ LT LT LT LT																																	
CARE BEAR FAMILY 30 207 207 A 3.4 17 297 1973 399^ 31^ 419^ 310^ 371^ 223^ 75^ 34^ 320^ 114^ 262^ 262^ 206^ 58^ 132^ 93^ 1102 769																																	
SAT. 8.30A 30 ABC CA 99 99 B 3.5 17 306 1695 289 130 326 188 254 202 107 63 156 65 102 83 56 52 91 63 1122 691																																	
CBS SPORTS SPECIAL SAT(S) 195 A 3.6 13 315 1743 492^ 241^ 517^ 212^ 277^ 230^ 102^ 240^ 400^ 140^ 361^ 317^ 251^ 39^ 419^ 60^ 407^ 353^																																	
1 SAT. 1.30P 120 CBS SE 97 A 3.0 11 262 1901 603^ 297^ 675^ 240^ 449^ 449^ 224^ 226^ 485^ 42^ 485^ 485^ 443^ LT 481^ LT 260^ 260^																																	
1.30 - 2.00 A 3.2 12 280 1539 482^ 289^ 532^ 254^ 303^ 268^ 74^ 229^ 438^ 124^ 438^ 385^ 314^ LT 300^ 39^ 269^ 269^																																	
2.00 - 2.30 A 3.9 14 341 1698 459^ 189^ 459^ 206^ 206^ 129^ 32^ 253^ 257^ 172^ 257^ 209^ 85^ LT 475^ 87^ 507^ 422^																																	
2.30 - 3.00 A 4.1 14 358 1897 472^ 221^ 472^ 176^ 206^ 142^ 101^ 266^ 457^ 192^ 330^ 271^ 233^ 127^ 422^ 92^ 546^ 436^																																	
3.00 - 3.30																																	
CBS STORYBREAK 18 163 185 A 3.1 13 271 1760 326^ 234^ 374^ 145^ 250^ 263^ 146^ 111^ 192^ 21^ 102^ 102^ 81^ 90^ 239^ 125^ 955 450^																																	
SAT. 11.30A 30 CBS C 78 92 B 3.5 12 306 1677 346 178 416 215 287 255 153 95 213 120 167 124 57 45 233 104 815 481																																	
FACE THE NATION 28 147 140 A 2.6 10 227 1070 392^ 93^ 409^ 22^ 57^ 58^ 185^ 329^ 577^ 102^ 238^ 181^ 250^ 339^ 27^ LT 57^ 22^																																	
SUN. 10.30A 30 CBS CC 85 86 B 2.9 10 253 1168 526 218 583 115 189 201 214 353 513 128 232 233 203 259 42 23 30 LT																																	
FLINTSTONE KIDS 1 30 207 208 A 4.2 18 367 1708 289^ 68^ 335^ 180^ 236^ 210^ 90^ 65^ 202^ 38^ 132^ 101^ 164^ 70^ 171^ 106^ 1000 727																																	
SAT. 9.00A 30 ABC CA 99 99 B 4.4 18 385 1685 297 131 352 192 265 195 127 74 203 84 143 109 79 57 178 98 952 599																																	
FLINTSTONE KIDS 2 30 207 208 A 4.1 17 358 1690 329^ 117^ 377^ 257^ 291^ 250^ 120^ 58^ 167^ 22^ 167^ 145^ 145^ LT 176^ 75^ 970 674																																	
SAT. 9.30A 30 ABC CA 99 99 B 4.8 18 420 1748 311 134 364 200 278 219 134 68 223 101 169 121 89 50 191 91 970 610																																	
FOOFUR 23 178 196 A 4.8 19 420 1467 265^ 62^ 341 172^ 260^ 229^ 111^ 81^ 268^ 32^ 84^ 57^ 141^ 179^ 195^ 59^ 663 300^																																	
SAT. 11.00A 30 NBC CA 90 98 B 6.0 20 524 1826 343 125 405 253 319 217 110 77 256 123 189 143 102 58 225 94 940 502																																	
GALAXY HIGH SCHOOL 23 195 195 A 4.3 17 376 2085 429 221^ 452 286^ 371^ 340^ 116^ 68^ 311^ 157^ 246^ 246^ 89^ 65^ 207^ 84^ 1115 548																																	
SAT. 11.00A 30 CBS CA 96 95 B 4.5 15 393 1624 287 138 338 171 241 201 118 83 211 133 182 135 57 27 260 109 815 496																																	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1987 REPORT

PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	PROG TYPE	WK 1	WK 2		Avg. Aud. %	Share %	Avg. Aud. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
WEEKEND DAYTIME CONT'D																															
ONE TO GROW ON-11:58AM					27	164	183	A	4.1	17	358	1670	206	53	312	172	225	170	78	87	201	20	67	47	112	134	109	51	1048	310	
SAT. 11.58A 2 NBC CN					86	90	B	5.6	19	489	1732	320	139	378	206	265	200	127	95	215	104	152	102	81	59	215	111	924	502		
PEE WEE'S PLAYHOUSE					26	207	209	A	5.8	23	507	1882	261	97	278	160	184	149	37	88	259	158	209	158	68	50	197	80	1148	589	
SAT. 10.00A 30 CBS CL					99	99	B	5.8	20	507	1767	295	139	348	204	262	191	98	79	219	122	176	147	70	39	183	85	1017	577		
POUND PUPPIES					29	205	207	A	3.2	13	280	1436	290	25	347	182	211	111	104	136	250	111	183	132	72	67	28	28	811	404	
SAT. 10.30A 30 ABC CA					96	97	B	4.4	15	385	1873	365	140	417	262	325	238	116	84	223	116	167	123	77	53	166	89	1067	631		
REAL GHOSTBUSTERS					30	202	206	A	4.0	16	350	1440	291	78	380	180	232	183	134	121	218	75	218	206	143	LT	176	123	666	371	
SAT. 10.00A 30 ABC CA					98	98	B	5.0	18	437	1745	310	128	368	201	267	209	136	78	236	122	180	133	79	49	22	91	912	574		
ROCK N WRESTLING-1					20	133	144	A	1.6	7	140	1536	228	93	250	70	143	143	100	107	208	LT	129	129	12	79	228	36	150	336	
SAT. 12.00N 30 CBS CA					67	69	B	2.8	9	245	1594	343	136	387	182	242	221	135	107	286	131	220	135	110	58	179	101	742	412		
ROCK N WRESTLING-2					25	139	146	A	1.9	8	166	1639	337	133	337	119	144	144	85	193	119	LT	96	96	96	LT	272	73	911	337	
SAT. 12.30P 30 CBS CA					68	71	B	2.9	10	253	1712	350	144	427	237	295	217	120	112	311	159	250	197	113	56	178	60	796	416		
SHEARSON TOURN CHAMP.-SAT(S)					204			A	2.1	8	184	1212	441	136	538	LT	206	190	375	332	566	175	250	245	239	277	108	49	LT	LT	
2 SAT. 2.30P 150 ABC SE					98																										
2.30 - 3.00								A	1.8	7	157	1242	286	108	388	LT	178	178	292	210	752	325	421	452	312	274	102	LT	LT	LT	
3.00 - 3.30								A	2.1	8	184	1207	446	120	549	LT	217	217	380	332	538	114	196	217	256	321	12	55	LT	LT	
3.30 - 4.00								A	1.8	7	157	1357	535	95	656	LT	197	197	478	459	606	172	224	197	326	351	95	57	LT	LT	
4.00 - 4.30								A	2.0	7	175	1274	521	218	646	51	235	184	407	411	509	149	218	211	177	252	119	74	LT	LT	
4.30 - 5.00								A	2.6	9	227	1141	444	154	523	35	224	189	370	299	511	159	242	199	171	233	107	58	LT	LT	
SHEARSON TOURN CHAMP. (SUNDAY)					178			A	1.5	5	131	1122	649	206	672	161	305	389	290	267	436	137	229	283	222	153	LT	LT	LT	LT	
2 SUN. 3.00P 191 ABC SE					88																										
3.00 - 3.30								A	1.6	5	140	1421	650	171	742	378	542	550	243	142	679	265	314	472	207	207	LT	LT	LT	LT	
3.30 - 4.00								A	1.3	4	114	1930	1008	684	1070	657	772	826	229	184	806	386	465	561	175	245	LT	LT	54	54	
4.00 - 4.30								A	1.3	4	114	737	632	184	632	LT	185	351	351	281	105	LT	105	105	105	LT	LT	LT	LT	LT	
4.30 - 5.00								A	1.5	5	131	695	566	54	566	LT	114	244	283	322	129	LT	99	129	129	LT	LT	LT	LT	LT	
5.00 - 5.30								A	1.3	4	114	702	588	62	588	LT	167	264	334	324	114	LT	62	114	114	LT	LT	LT	LT	LT	
5.30 - 6.00								A	1.7	5	149	1309	578	135	578	LT	141	248	342	330	731	208	382	402	523	329	LT	LT	LT	LT	
6.00 - 6.30								A	1.8	5	157	1140	593	178	631	77	230	230	280	401	426	LT	57	57	286	369	57	57	LT	LT	
SMURFS I					30	205	206	A	4.6	20	402	1980	425	152	425	251	338	261	135	65	241	150	204	165	66	37	140	94	1174	566	
SAT. 9.00A 30 NBC CA					99	99	B	5.5	23	481	1722	326	130	365	203	269	192	124	75	264	150	214	163	93	42	164	76	929	530		
SMURFS II					30	206	206	A	4.9	20	428	1855	424	166	471	288	368	256	143	81	241	125	175	130	81	66	82	67	1061	545	
SAT. 9.30A 30 NBC CA					99	99	B	6.1	23	533	1726	341	131	390	224	281	211	125	81	269	148	210	164	99	48	189	92	878	502		
SMURFS III					30	206	205	A	5.8	23	507	1970	363	124	461	248	353	264	152	108	311	222	246	79	55	65	190	107	1008	529	
SAT. 10.00A 30 NBC CA					99	99	B	6.8	24	594	1713	350	148	413	242	309	226	123	80	257	154	202	131	82	46	182	96	861	464		
SPORTSWORLD					10		181	A	5.6	17	489	1395	274	176	427	120	226	219	140	201	870	322	600	563	388	223	98	LT	LT	LT	LT
2 SUN. 4.00P 120 NBC SA					92			B	5.2	13	454	1555	518	245	608	213	330	297	249	231	683	213	432	406	344	213	153	53	111	68	
4.00 - 4.30								A	4.2	13	367	1082	261	139	261	107	107	107	37	154	711	281	477	477	242	234	110	LT	LT	LT	LT
4.30 - 5.00								A	5.7	18	498	1283	319	307	507	133	329	329	227	178	651	354	454	353	136	197	125	LT	LT	LT	LT
5.00 - 5.30								A	6.5	19	568	1373	226	114	414	103	189	189	119	225	959	277	674	642	540	222	LT	LT	LT	LT	
5.30 - 6.00								A	6.2	18	542	1666	280	142	460	127	244	219	145	216	1044	348	710	703	547	233	162	LT	LT	LT	LT
SUNDAY MORNING					29	175	177	A	4.2	19	367	1166	517	161	550	66	160	193	280	357	539	131	286	273	283	239	LT	LT	74	52	
SUN. 9.00A 90 CBS N					96	96	B	4.5	18	393	1368	622	224	691	96	235	281	313	398	554	143	294	315	289	211	35	14	88	54		
9.00 - 9.30								A	3.6	18	315	1117	546	175	590	70	190	244	317	346	450	102	216	215	245	212	LT	LT	77	44	
9.30 - 10.00								A	4.4	19	385	1216	530	195	574	60	168	200	311	374	527	143	275	261	258	238	LT	LT	115	79	
10.00 - 10.30								A	4.5	18	393	1170	485	120	495	66	133	148	221	347	630	145	358	338	346	262	LT	LT	36	36	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	WOMEN					MEN					TEENS (12-17)					CHILDREN (2-11)				
															18- 49	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11									
WEEKEND DAYTIME CONT'D																																				
TEEN WOLF							30	204	205	A	4.8	19	420	1929	257^114^	347	193^	237^	224^	75^	94^	189^	112^	150^	150^	46^	39^	240^	64^	1153	563					
SAT. 10.30A 30 CBS CA							99	99	B	5.5	19	481	1777	276	144	357	176	242	181	130	92	224	140	190	135	66	31	280	130	916	538					
THIS WEEK-DAVID BRINKLEY							25	193	194		3.6	13	315	1216	615	134^	666	82^	118^	142^	273^	483	537	45^	73^	63^	235^	435^	LT	LT	LT	LT				
SUN. 11.30A 60 ABC N							98	98	3	4.2	13	367	1209	536	141	585	81	122	147	195	422	596	101	207	232	253	349	LT	LT	16	LT					
11.30 - 12.00										A	3.5	13	306	1078	594	153^	594	39^	75^	157^	274^	437^	484	LT	20^	60^	255^	424^	LT	LT	LT	LT				
12.00 - 12.30										A	3.7	13	323	1328	627	111^	724	121^	148^	121^	265^	524	582	83^	118^	99^	214^	446	22^	22^	LT	LT				
WILDFIRE							30	197	199	A	3.0	15	262	2015	254^	80^	326^	167^	248^	196^	81^	78^	325^	164^	240^	149^	90^	85^	67^	35^	1297	840				
SAT. 8.30A 30 CBS CA							96	97	B	3.2	15	280	1574	293	94	350	170	230	197	104	110	191	68	125	97	91	65	94	41	939	546					
WUZZLES							29	204	203	A	2.3	14	201	1841	327^	69^	392^	298^	298^	125^	55^	94^	389^	129^	280^	280^	215^	109^	65^	30^	995	668^				
SAT. 8.00A 30 ABC CA							98	98	B	2.4	14	210	1572	308	147	347	188	253	201	110	85	220	105	155	138	69	62	72	34	933	548					

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. APR. 27, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
TV HOUSEHOLDS USING TV		WK. 1	49.2	51.4	52.3	53.7	56.3	58.6	59.8	61.8	61.1	61.9	61.8	61.9	61.8	59.6	56.7
(See Def. 1)		WK. 2	53.9	54.7	55.9	57.9	61.2	62.9	62.4	64.3	63.9	64.4	64.5	64.7	63.1	60.9	58.7

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE. MON. MAY 4, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. APR.28, 1987

AUDIENCE ESTIMATES																		EVE. TUE.		APR. 28, 1987		
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45					
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						18,270 20.9			15,470 17.7				20,980 24.0				14,860 17.0				
	ABC TV						GROWING PAINS SPEC. (R)		SLEDGE HAMMER SPEC. (R)		MOONLIGHTING (R)(SD)						MAX HEADROOM					
	AVERAGE AUDIENCE (Households (000) & %)						15,210 17.4			13,810 15.8				15,210 17.4	17.7*			17.2*	10,400 11.9	12.6*	11.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 16.2			26 15.4	27 16.1				28 17.5	27 17.8	17.4	27 17.0	20 13.3	21 11.8	20 11.4	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						12,060 13.8							22,290 25.5								
	CBS TV						ALABAMA ALABAMA IS MY HOME (R)(SD)							CBS TUESDAY MOVIE THE OTHER LOVER (R)(SD)								
	AVERAGE AUDIENCE (Households (000) & %)						8,130 9.3					13,460 15.4								16.2*	17.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						16 8.6	8.4* 14 *			10.2* 17 *	25 13.1	13.6* 21 *			14.7* 23 *			16.5	17.5	17.1	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						17,390 19.9							11,970 13.7			10,310 11.8			11,450 13.1		
	NBC TV						MATLOCK (R)						GINNE A BREAK		TORTELLIS		FAST COPY					
	AVERAGE AUDIENCE (Households (000) & %)						13,110 15.0	14.2*				9,700 11.1			8,830 10.1			7,600 8.7			9.0*	8.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						25 13.9	24 * 14.6	15.8* 15.7		26 * 15.8	17 10.9	11.4	16 10.5	9.7	15 9.1	15 * 9.0	8.3	14 * 8.4			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						17,220 19.7			18,700 21.4				22,020 25.2				14,860 17.0				
	ABC TV						WHO'S THE BOSS? (R)		GROWING PAINS (SD)		MOONLIGHTING (SD)						MAX HEADROOM					
	AVERAGE AUDIENCE (Households (000) & %)						14,860 17.0			16,430 18.8				18,350 21.0	21.0*			21.1*	9,880 11.3	11.6*	11.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 16.0	18.1	18.5	19.1	33 20.9	33 * 21.1	21.3	20.9	32 * 20.9	19 12.2	19 * 10.9	11.2	19 * 10.9			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						8,740 10.0							24,040 27.5								
	CBS TV						WEST 57TH (SD)						CBS TUESDAY MOVIE MURDER ORDAINED, PT.2 (SD)									
	AVERAGE AUDIENCE (Households (000) & %)						5,420 6.2	6.1*		6.2*		17,390 19.9	16.7*			19.4*			21.8*	21.7*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						11 6.5	11 * 5.7	10 * 5.5		32 7.0	26 * 16.0	26 * 17.5	19.0	30 * 19.8	21.7	35 * 21.8	22.2	37 * 21.1			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						18,970 21.7							9,880 11.3			7,950 9.1			12,240 14.0		
	NBC TV						MATLOCK						GINNE A BREAK		TORTELLIS		WILL STREET BLUES					
	AVERAGE AUDIENCE (Households (000) & %)						15,730 18.0	17.2*		18.8*		8,570 9.8			6,900 7.9			9,260 10.6	10.8*	10.5*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						31 16.5	30 * 17.9	31 * 19.0		15 18.5	15 9.8	12 9.8	8.0	7.7	18 10.5	17 * 11.0	10.7	18 * 10.3			
TV HOUSEHOLDS USING TV		WK. 1	52.9	54.7	54.9	56.1	57.3	58.8	60.0	62.2	63.9	64.5	64.7	64.4	61.5	60.8	58.8	55.7				
(See Def. 1)		WK. 2	50.9	52.2	52.3	53.9	55.8	57.9	59.4	61.7	63.3	64.5	64.8	65.3	62.7	61.7	60.3	57.3				

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.TUE. MAY 5, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. APR.29, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					13,810 15.8		15,560 17.8		18,350 21.0				12,590 14.4				
	ABC TV					PERFECT STRANGERS (R)		HEAD OF THE CLASS (R)(SD)				DYNASTY (SD)				MARIAH		
	AVERAGE AUDIENCE (Households (000) & %)					11,620 13.3		13,370 15.3		14,680 18.8				9,530 10.9				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 12.9		26 13.7		27 15.8		16.0* 26 *	17.6* 28 *	10.9* 19	10.9* 18 *	10.7 20 *	10.9* 20 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					14,680 16.8				15,730 18.0				15,560 17.8				
	CBS TV							MIKE HAMMER (SUS-SD)				MAGNUM, P. I. (R)(SD)				HOUSTON KNIGHTS		
	AVERAGE AUDIENCE (Households (000) & %)					10,400 11.9				11,540 13.2				12,500 14.3				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 11.1	11.2* 20 *		12.6* 21 *	12.5 12.7	12.6* 21 *		13.8* 22 *	14.5* 25	14.5* 24 *	14.2 25 *	14.1* 25 *	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					14,070 16.1				15,470 17.7		13,280 15.2		14,950 17.1				
	NBC TV							HIGHWAY TO HEAVEN (R)		NIGHT COURT		EASY STREET				BRONX ZOO		
	AVERAGE AUDIENCE (Households (000) & %)					10,310 11.8				13,020 14.9		11,970 13.7		11,620 13.3				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 11.4	11.5* 21 *		12.1* 21 *	12.2 12.2	14.4 15.5	13.9 13.5	13.3 22 *	13.3 22 *	13.3 22 *	13.3 24 *	13.2* 24 *	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)					14,250 16.3		15,820 18.1		19,670 22.5				12,570 14.4				
	ABC TV							PERFECT STRANGERS		HEAD OF THE CLASS (SD)				DYNASTY (SD)			MARIAH	
	AVERAGE AUDIENCE (Households (000) & %)					11,710 13.4		13,720 15.7		15,380 17.6				8,910 10.2				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 12.6		27 14.1		29 15.3	16.9* 28 *	18.2* 30 *	18.2* 30 *	10.9* 19	10.9* 19 *	9.5 18 *	9.5* 18 *	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)					13,550 15.5				14,600 16.7				16,870 19.3				
	CBS TV							MIKE HAMMER (SUS-SD)				MAGNUM, P. I. (R)(SD)				EQUALIZER		
	AVERAGE AUDIENCE (Households (000) & %)					10,310 11.8				10,840 12.4				12,760 14.6				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 11.4	11.5* 21 *		12.1* 20 *	11.8 11.8	11.4* 19 *		13.4* 22 *	14.9* 26 *	14.9* 26 *	14.7 27 *	14.3* 27 *	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					16,170 18.5				15,300 17.5		12,410 14.2		13,460 15.4				
	NBC TV							HIGHWAY TO HEAVEN		NIGHT COURT		EASY STREET (R)				BRONX ZOO		
	AVERAGE AUDIENCE (Households (000) & %)					12,410 14.2				13,280 15.2		10,750 12.3		9,700 11.1				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 13.1	13.6* 25 *		14.7* 25 *	14.8 14.8	15.3 15.3	12.1 12.1	12.6 12.6	11.3 11.3	11.3* 20 *	10.9 21 *	10.9* 21 *	
TV HOUSEHOLDS USING TV		WK. 1	49.2	51.7	52.0	52.7	54.4	56.0	57.9	59.9	61.6	62.8	63.2	63.0	60.4	59.3	57.0	54.6
(See Def. 1)		WK. 2	48.5	50.5	51.3	52.9	53.8	55.6	58.6	59.8	59.9	60.8	61.4	61.2	57.6	56.3	54.1	52.1

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.WED. MAY 6, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. APR.30, 1987

WEEKLY AUDIENCE ESTIMATES																		EVE. THU. APR. 30, 1987			
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45				
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																				
	ABC TV																				
	AVERAGE AUDIENCE (Households (000) & %)																				
	SHARE OF AUDIENCE %																				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																				
	CBS TV																				
	AVERAGE AUDIENCE (Households (000) & %)																				
	SHARE OF AUDIENCE %																				
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																				
	NBC TV																				
	AVERAGE AUDIENCE (Households (000) & %)																				
	SHARE OF AUDIENCE %																				
WEEK 4	TOTAL AUDIENCE (Households (000) & %)																				
	ABC TV																				
	AVERAGE AUDIENCE (Households (000) & %)																				
	SHARE OF AUDIENCE %																				
WEEK 5	TOTAL AUDIENCE (Households (000) & %)																				
	CBS TV																				
	AVERAGE AUDIENCE (Households (000) & %)																				
	SHARE OF AUDIENCE %																				
WEEK 6	TOTAL AUDIENCE (Households (000) & %)																				
	NBC TV																				
	AVERAGE AUDIENCE (Households (000) & %)																				
	SHARE OF AUDIENCE %																				
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	49.6	51.1	52.4	55.0	58.3	60.7	61.2	62.5	61.4	62.6	62.5	62.3	61.3	60.7	59.1	56.4			
		WK. 2	48.7	49.0	49.1	50.9	55.0	57.4	59.3	61.4	62.4	63.5	61.6	61.9	62.0	62.1	60.7	57.9			

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.THU. MAY 7, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. MAY 1, 1987

CABLE TV AUDIENCE ESTIMATES																		EVE. FRI. MAY 1, 1987			
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45				
W E K 1	TOTAL AUDIENCE (Households (000) & %)					11,010 12.6		11,620 13.3		14,250 16.3											
	ABC TV					WEBSTER		MR. BELVEDERE (SD)						ABC FRIDAY NIGHT MOVIE GOLDFINGER (R)(SD)							
	AVERAGE AUDIENCE (Households (000) & %)					9,350 10.7		10,310 11.8		7,170 8.2											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 10.1		22 11.3		14 7.6		7.4* 13 *		8.0* 14 *		8.9* 16 *	8.7* 16 *				
W E K 2	TOTAL AUDIENCE (Households (000) & %)					16,430 18.8				19,930 22.8				17,830 20.4							
	CBS TV							RINGLING BROTHERS CIRCUS (SUS-SD)					DALLAS (SD)		FALCON CREST						
	AVERAGE AUDIENCE (Households (000) & %)					12,320 14.1				16,430 18.8				15,120 17.3							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					27 11.9		25* 13.5		32 17.6		18.2* 31 *		19.4* 33 *		17.1* 30 *	17.4* 31 *				
W E K 3	TOTAL AUDIENCE (Households (000) & %)					8,830 10.1		8,390 9.6		16,170 18.5				14,160 16.2							
	NBC TV					ROOMIES		AMAZING STORIES (R)					MIAMI VICE		STINGRAY						
	AVERAGE AUDIENCE (Households (000) & %)					7,690 8.8		7,170 8.2		11,540 13.2				11,190 12.8							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					17 8.8		15 7.7		22 12.3		12.8* 22 *		13.6* 23 *		13.0* 23 *	12.6* 23 *				
W E K 4	TOTAL AUDIENCE (Households (000) & %)					8,220 9.4		10,580 12.1		11,100 12.7											
	ABC TV					WEBSTER		MR. BELVEDERE (SD)						ABC FRIDAY NIGHT MOVIE HARRY'S HONG KONG (SD)							
	AVERAGE AUDIENCE (Households (000) & %)					7,250 8.3		9,350 10.7		5,770 6.6											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					17 8.1		21 10.4		11 7.2		6.9* 12 *		6.5* 11 *		6.5* 11 *	6.6* 12 *				
W E K 5	TOTAL AUDIENCE (Households (000) & %)					9,530 10.9		11,620 13.3		19,750 22.6				17,740 20.3							
	CBS TV							GARFIELD GOES HOLLYWOOD						DALLAS (SD)		FALCON CREST					
	AVERAGE AUDIENCE (Households (000) & %)					8,220 9.4		9,790 11.2		15,990 18.3				14,420 16.5							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 9.4		22 10.3		32 16.6		17.5* 31 *		19.2* 32 *		16.7* 29 *	16.3* 29 *				
W E K 6	TOTAL AUDIENCE (Households (000) & %)					8,910 10.2		7,870 9.0		13,630 15.6				15,380 17.6							
	NBC TV					ROOMIES		AMAZING STORIES (R)					MIAMI VICE		STINGRAY						
	AVERAGE AUDIENCE (Households (000) & %)					7,520 8.6		6,120 7.0		10,230 11.7				11,620 13.3							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					18 8.6		14 7.0		20 10.2		10.9* 19 *		12.6* 21 *		12.9* 22 *	13.6* 24 *				
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	46.4	47.6	47.7	49.2	50.0	51.8	53.7	55.4	57.6	59.0	59.0	59.2	57.4	57.3	56.0	54.7			
		WK. 2	42.3	43.5	45.1	46.6	47.8	48.3	50.0	52.3	55.4	57.5	58.7	59.4	57.9	57.7	57.2	55.2			

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.FRI. MAY 8, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAY 2, 1987

TOTAL AUDIENCE (Households (000) & %)		{		10,580 12.1		STARMAN (SD)		11,450 13.1		OHARA (RXSD)		12,760 14.6		SPENSER: FOR HIRE				
W	ABC TV	{		7,870 9.0		8.6*		9.3*		8,650 9.9		9.0*		9,880 11.3				
	AVERAGE AUDIENCE (Households (000) & %)	{		18		18 *		18 *		18		16 *		22				
	SHARE OF AUDIENCE %	{		8.6		8.7		9.0		8.8		9.3		10.7				
	AVG. AUD. BY ¼ HR. %	{		8.6		8.7		9.0		8.8		9.3		10.7				
E	TOTAL AUDIENCE (Households (000) & %)	{		10,310 11.8		OUTLAWS (SD)		12,240 14.0		CBS SATURDAY MOVIE THOMPSON'S LAST RUN (RXSD)		10.8*		11.8*				
	ABC TV	{		7,080 8.1		7.7*		8.6*		6,900 7.9		7.3*		8.1*				
	AVERAGE AUDIENCE (Households (000) & %)	{		17		16 *		17 *		15		13 *		15 *				
	SHARE OF AUDIENCE %	{		7.4		7.9		8.5		7.3		7.3		8.1				
K	TOTAL AUDIENCE (Households (000) & %)	{		10,930 12.5		12,410 14.2		19,230 22.0		16,080 18.4		16,260 18.6		HUNTER				
	NBC TV	{		9,530 10.9		11,010 12.6		17,040 19.5		13,550 15.5		12,240 14.0		13.8*				
	AVERAGE AUDIENCE (Households (000) & %)	{		23		25		36		28		27		26 *				
	SHARE OF AUDIENCE %	{		10.1		11.8		11.9		13.3		18.8		20.3				
1	TOTAL AUDIENCE (Households (000) & %)	{		10,050 11.5		STARMAN (RXSD)		10,490 12.0		OHARA (RXSD)		12,240 14.0		SPENSER: FOR HIRE				
	ABC TV	{		6,900 7.9		7.4*		8.3*		7,340 8.4		7.7*		9.1*				
	AVERAGE AUDIENCE (Households (000) & %)	{		17		16 *		17 *		16		15 *		17 *				
	SHARE OF AUDIENCE %	{		7.4		7.4		8.1		7.6		7.8		8.8				
W	TOTAL AUDIENCE (Households (000) & %)	{		9,700 11.1		OUTLAWS (RXSD)		13,460 15.4		CBS SATURDAY MOVIE BURNING RAGE (RXSD)		9.1*		11.6*				
	ABC TV	{		7,080 8.1		7.8*		8.3*		6,900 7.9		6.9*		8.6*				
	AVERAGE AUDIENCE (Households (000) & %)	{		17		17 *		17 *		15		13 *		16 *				
	SHARE OF AUDIENCE %	{		7.5		8.1		8.6		6.9		7.0		8.7				
E	TOTAL AUDIENCE (Households (000) & %)	{		12,410 14.2		12,150 13.9		18,970 21.7		15,470 17.7		16,520 18.9		HUNTER				
	NBC TV	{		10,050 11.5		10,310 11.8		16,780 19.2		13,720 15.7		12,590 14.4		14.5*				
	AVERAGE AUDIENCE (Households (000) & %)	{		25		24		37		29		27		27 *				
	SHARE OF AUDIENCE %	{		10.8		12.2		11.3		12.3		18.2		20.2				
K	TOTAL AUDIENCE (Households (000) & %)	{		10,050 11.5		STARMAN (RXSD)		10,490 12.0		OHARA (RXSD)		12,240 14.0		SPENSER: FOR HIRE				
	ABC TV	{		6,900 7.9		7.4*		8.3*		7,340 8.4		7.7*		9.1*				
	AVERAGE AUDIENCE (Households (000) & %)	{		17		16 *		17 *		16		15 *		17 *				
	SHARE OF AUDIENCE %	{		7.4		7.4		8.1		7.6		7.8		8.8				
2	TOTAL AUDIENCE (Households (000) & %)	{		9,700 11.1		OUTLAWS (RXSD)		13,460 15.4		CBS SATURDAY MOVIE BURNING RAGE (RXSD)		9.1*		11.6*				
	ABC TV	{		7,080 8.1		7.8*		8.3*		6,900 7.9		6.9*		8.6*				
	AVERAGE AUDIENCE (Households (000) & %)	{		17		17 *		17 *		15		13 *		16 *				
	SHARE OF AUDIENCE %	{		7.5		8.1		8.6		6.9		7.0		8.7				
2	TOTAL AUDIENCE (Households (000) & %)	{		12,410 14.2		12,150 13.9		18,970 21.7		15,470 17.7		16,520 18.9		HUNTER				
	NBC TV	{		10,050 11.5		10,310 11.8		16,780 19.2		13,720 15.7		12,590 14.4		14.5*				
	AVERAGE AUDIENCE (Households (000) & %)	{		25		24		37		29		27		27 *				
	SHARE OF AUDIENCE %	{		10.8		12.2		11.3		12.3		18.2		20.2				
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	42.6	43.8	44.7	46.2	47.0	48.2	49.2	51.7	54.1	55.4	54.7	54.3	53.4	52.2	51.7	51.0
		WK. 2	40.3	40.9	41.2	42.6	43.9	46.6	48.1	49.6	51.3	53.4	53.7	53.3	52.6	53.0	52.5	51.9

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SAT. MAY 9, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAY 2, 1987

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

2,360
2.7
ABC WEEKEND
REPORT-SAT.

W

E

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

11,360
13.0

SAT NIGHT'S MAIN EVENT 10
(11:30-12:54AM)
(SUSTAINING 12:54-1:00AM)

7,250
8.3 9.3* 8.2* 7.1*
25 24* 25* 26*
9.7 8.8 8.7 7.7 7.2 6.9

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

1,920
2.2
ABC WEEKEND
REPORT-SAT.

W

E

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

11,450
13.1

SATURDAY NIGHT
(11:30-12:59AM)
(SUSTAINING 12:59-1:00AM)

5,770
6.6 7.6* 6.3* 5.5*
20 20* 20* 21*
7.9 7.3 6.5 6.1 5.8 4.5

TV HOUSEHOLDS USING TV WK. 1	48.7	45.2	39.5	36.7	34.3	31.9	28.1	26.3	22.7	20.5	17.7	16.0	14.7	13.6	12.0	10.7
(See Def. 1) WK. 2	48.3	43.9	39.2	36.4	32.8	30.8	27.4	23.7	20.5	18.7	17.0	15.4	13.3	11.9	10.5	9.6

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SAT. MAY 9, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAY 3, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45																
TOTAL AUDIENCE (Households (000) & %)		{ 26,740 30.6												19,320 22.1																			
ABC TV		DISNEY SUNDAY MOVIE MARY POPPINS (R)(SD)												SUPERSTARS AND THEIR MOMS																			
AVERAGE AUDIENCE (Households (000) & %)		{ 13,900 15.9												14,330 16.4																			
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 25 11.6												26 16.3																			
TOTAL AUDIENCE (Households (000) & %)		{ 19,930 22.8												24,560 28.1																			
CBS TV		60 MINUTES												MURDER, SHE WROTE (R)(SD)				CBS SUNDAY MOVIE MURDER ORDAINED, PT.1 (SD)															
AVERAGE AUDIENCE (Households (000) & %)		{ 14,680 16.8												16,870 19.3																			
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 29 15.9												29 19.6																			
TOTAL AUDIENCE (Households (000) & %)		{ 12,060 13.8												24,910 28.5																			
NBC TV		OUR HOUSE												NBC SUNDAY NIGHT MOVIE POLICE STORY: THE FREEWAY KILLINGS																			
AVERAGE AUDIENCE (Households (000) & %)		{ 8,830 10.1												15,120 17.3																			
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 18 9.1												27 13.6																			
TOTAL AUDIENCE (Households (000) & %)		{ 12,060 13.8												17,130 19.6																			
ABC TV		DISNEY SUNDAY MOVIE THE NORTH AVENUE (R)REGULARS (SD)												ABC SUNDAY NIGHT MOVIE QUEENIE, PT.1 (SD)																			
AVERAGE AUDIENCE (Households (000) & %)		{ 6,120 7.0												11,100 12.7																			
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 14 5.7												21 11.2																			
TOTAL AUDIENCE (Households (000) & %)		{ 19,580 22.4												24,820 28.4																			
CBS TV		60 MINUTES												MURDER, SHE WROTE (SD)				CBS SUNDAY MOVIE A GATHERING OF OLD MEN (SD)															
AVERAGE AUDIENCE (Households (000) & %)		{ 13,720 15.7												16,080 18.4																			
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 34 13.7												31 18.6																			
TOTAL AUDIENCE (Households (000) & %)		{ 18,000 20.6												20,890 23.9																			
NBC TV		RAGS TO RICHES (R)												NBC SUNDAY NIGHT MOVIE HANDS OF A STRANGER PART 1																			
AVERAGE AUDIENCE (Households (000) & %)		{ 8,910 10.2												13,280 15.2																			
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 20 8.1												25 13.9																			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1 54.4	WK. 2 43.2	56.4	45.2	58.2	47.5	60.2	49.6	61.3	51.6	63.5	53.7	65.5	56.2	67.0	57.7	67.4	58.0	68.1	60.1	68.2	61.4	67.3	62.4	65.0	60.9	64.7	60.5	63.9	59.6	60.4	57.7

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SUN. MAY 10, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAY 3, 1987

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

1,840
2.1
ABC WEEKEND
REPORT-SUN.

W

E

E

K

1

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

4,630
5.3
CBS SUNDAY
NEWS-OSGOOD

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

2,190
2.5
← G MICHAELS →
SPORTS MACHINE
(11:30-11:45PM)
(SUSTAINING 11:45-12:00AM)

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

1,920
2.2
ABC WEEKEND
REPORT-SUN.

W

E

E

K

2

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

3,670
4.2
CBS SUNDAY
NEWS-OSGOOD

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

1,220
1.4
← G MICHAELS →
SPORTS MACHINE
(11:30-11:45PM)
(SUSTAINING 11:45-12:00AM)

TV HOUSEHOLDS USING TV	WK. 1	49.8	42.4	34.0	30.3	25.5	22.2	19.0	17.3	15.8	14.1	12.2	11.4	10.2	9.6	8.9	7.9
(See Def. 1)	WK. 2	49.0	42.1	34.5	29.7	25.1	22.3	19.3	17.5	15.3	13.5	11.7	10.6	9.8	9.2	8.3	7.6

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SUN. MAY 10, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR. 27-MAY 1, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

 AVERAGE AUDIENCE
(Households (000) & %)
 SHARE OF AUDIENCE
 AVG. AUD. BY ¼ HR.

		4,810				4,720										
		5.5				5.4										
		GOOD MORNING, AMERICA-730				GOOD MORNING, AMERICA-830										
		(CO-OP) (PARTICIPATING)				(CO-OP) (PARTICIPATING)										
		3,760				3,670										
		4.3				4.2										
		21				20										
		4.3	4.2			4.2	4.2									

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

 AVERAGE AUDIENCE
(Households (000) & %)
 SHARE OF AUDIENCE
 AVG. AUD. BY ¼ HR.

	2,970		4,370										2,970		3,230	
	3.4		5.0										3.4		3.7	
	MORNING NEWS-7:00AM		MORNING PROGRAM										\$25,000 PYRAMID NEW CARD SHARKS			
	2,360		1,920										2,450		2,710	
	2.7		2.2	2.2*		2.2*							2.8		3.1	
	14		11	11*		11*							14		15	
	2.7	2.6	2.2	2.3	2.2	2.2	2.2	2.2	2.5				2.8	2.9	3.0	3.2

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

 AVERAGE AUDIENCE
(Households (000) & %)
 SHARE OF AUDIENCE
 AVG. AUD. BY ¼ HR.

		5,770				4,890							3,230		2,270	
		6.6				5.6							3.7		2.6	
		TODAY SHOW-7:30AM				TODAY SHOW-8:30AM							SALE OF THE CENTURY		BLOCKBUSTERS	
		(CO-OP) (PARTICIPATING)				(CO-OP) (PARTICIPATING)										
		4,540				4,110							2,710		2,010	
		5.2				4.7							3.1		2.3	
		26				23							15		11	
		5.2	5.1			4.9	4.6						3.0	3.1	2.2	2.3

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

 AVERAGE AUDIENCE
(Households (000) & %)
 SHARE OF AUDIENCE
 AVG. AUD. BY ¼ HR.

		4,810				4,460										
		5.5				5.1										
		GOOD MORNING, AMERICA-730				GOOD MORNING, AMERICA-830							(SUS-OP)			
		(CO-OP) (PARTICIPATING)				(CO-OP) (PARTICIPATING)										
		3,760				3,670										
		4.3				4.2										
		21				21										
		4.2	4.3			4.3	4.1									

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

 AVERAGE AUDIENCE
(Households (000) & %)
 SHARE OF AUDIENCE
 AVG. AUD. BY ¼ HR.

	2,710		4,460										2,880		2,970	
	3.1		5.1										3.3		3.4	
	CBS MORNING NEWS-7:00AM		MORNING PROGRAM										\$25,000 PYRAMID NEW CARD SHARKS			
													(MTHF)(SUS-OP)		(MTHF)(SUS-OP)	
	2,100		2,270										2,450		2,360	
	2.4		2.6	2.6*		2.5*							2.8		2.7	
	13		13	13*		12*							14		14	
	2.3	2.5	2.6	2.6	2.5	2.5	2.6	2.7					2.8	2.8	2.5	2.9

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

 AVERAGE AUDIENCE
(Households (000) & %)
 SHARE OF AUDIENCE
 AVG. AUD. BY ¼ HR.

		5,510				4,720							3,060		2,100	
		6.3				5.4							3.5		2.4	
		TODAY SHOW-7:30AM				TODAY SHOW-8:30AM							SALE OF THE CENTURY		CLASSIC CONCENTRATION	
		(CO-OP) (PARTICIPATING)				(CO-OP) (PARTICIPATING)							(MTHF)(SUS-OP)		(MTHF)(SUS-OP)	
		4,460				3,850							2,450		1,840	
		5.1				4.4							2.8		2.1	
		25				22							14		11	
		5.1	5.0			4.5	4.3						2.8	2.9	1.9	2.2

TV HOUSEHOLDS USING TV
(See Def. 1)

WK. 1	14.7	16.4	17.8	19.3	20.8	20.9	20.5	20.7	20.8	21.1	21.1	20.9	20.9	20.3	20.5	20.1	20.5
WK. 2	14.2	16.1	17.9	19.1	20.2	20.7	20.5	20.3	20.6	21.0	20.9	20.8	20.8	19.6	19.5	19.6	20.0

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAY 4-8, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR. 27-MAY 1, 1987

		11:00		11:15		11:30		11:45		12:00		12:15		12:30		12:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,100 2.4		{ 2,010 2.3		{ 2,450 2.8		{ 3,500 4.0		{ 8,040 9.2		{ 7,950 9.1						
	ABC TV	FAME, FORTUNE AND ROMANCE		WEBSTER M-F		RYAN'S HOPE		LOVING		ALL MY CHILDREN		ONE LIFE TO LIVE (SD)						
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,750 2.0		{ 1,660 1.9		{ 2,010 2.3		{ 3,150 3.6		{ 6,120 7.0		{ 6,380 7.3						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 10 2.0		{ 9 1.8		{ 10 2.3		{ 15 3.4		{ 26 6.3		{ 27 6.9						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,160 5.9		{ 6,380 7.3		{ 8,130 9.3		{ 5,240 6.0		{ 6,640 7.6		{ 6,380 7.3		{ 7.1* 27 *		{ 7.5* 28 *		
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)		YOUNG AND THE RESTLESS		BOLD AND THE BEAUTIFUL		AS THE WORLD TURNS								
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,460 5.1		{ 5,420 6.2		{ 6,210 7.1		{ 4,630 5.3		{ 5,420 6.2		{ 6.1* 23 *		{ 6.2* 23 *				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 25 4.8		{ 29 5.9		{ 30 6.7		{ 20 5.3		{ 23 6.1		{ 23 6.2		{ 6.2* 23 *				
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,590 6.4		{ 4,110 4.7		{ 3,500 4.0		{ 2,880 3.3		{ 6,820 7.8		{ 4,810 5.5						
	NBC TV	WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		WORDPLAY		DAYS OF OUR LIVES		ANOTHER WORLD (SD)						
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,630 5.3		{ 3,500 4.0		{ 3,060 3.5		{ 2,530 2.9		{ 5,330 6.1		{ 3,760 4.3						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 26 5.1		{ 19 3.8		{ 15 3.5		{ 12 2.8		{ 23 5.7		{ 16 4.5						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 2,190 2.5		{ 2,360 2.7		{ 2,620 3.0		{ 3,500 4.0		{ 7,600 8.7		{ 7,690 8.8						
	ABC TV	FAME, FORTUNE AND ROMANCE		WEBSTER M-F		RYAN'S HOPE (M+TH)(OP)		LOVING		ALL MY CHILDREN		ONE LIFE TO LIVE (M+TH)(SUS-OP)(SD)						
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,660 1.9		{ 1,920 2.2		{ 2,100 2.4		{ 2,800 3.2		{ 5,680 6.5		{ 6,030 6.9						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 10 1.9		{ 10 2.1		{ 10 2.4		{ 13 3.1		{ 24 5.8		{ 26 6.6						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,980 5.7		{ 6,290 7.2		{ 8,040 9.2		{ 5,590 6.4		{ 6,640 7.6		{ 6,380 7.3		{ 7.1* 27 *		{ 7.1* 27 *		
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)		(SUS-OP)		YOUNG AND THE RESTLESS >(SUS-OP)(OP)		BOLD AND THE BEAUTIFUL (OP)		AS THE WORLD TURNS (M+TH)(SUS-OP)						
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,200 4.8		{ 5,240 6.0		{ 6,560 7.5		{ 4,980 5.7		{ 5,510 6.3		{ 6.3* 24 *		{ 6.3* 24 *				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 24 4.5		{ 28 5.8		{ 30 7.0		{ 21 5.8		{ 24 6.3		{ 24 6.3		{ 6.4 6.3				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,070 5.8		{ 4,110 4.7		{ 3,580 4.1		{ 3,230 3.7		{ 7,080 8.1		{ 5,420 6.2						
	NBC TV	WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD (M+TH)(SUS-OP)		WORDPLAY >(SUS-OP)		DAYS OF OUR LIVES >(SUS-OP)		ANOTHER WORLD (M+TH)(SD)(SUS-OP)						
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,200 4.8		{ 3,410 3.9		{ 2,970 3.4		{ 2,620 3.0		{ 5,330 6.1		{ 4,110 4.7						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 24 4.6		{ 18 3.9		{ 14 3.3		{ 12 2.9		{ 23 6.0		{ 18 4.8						
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	WK. 2	20.7	21.2	21.6	22.4	23.7	24.4	24.4	25.4	26.4	26.8	26.2	26.4	26.1	26.6	26.8
U.S. TV Households: 87,400,000				20.1	20.6	21.1	22.3	24.0	25.0	25.0	25.4	26.3	26.6	26.3	26.1	25.5	25.9	26.2

For explanation of symbols, See page A.

DAY MON.-FRI. MAY 4-8, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR. 27-MAY 1, 1987

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE
(Households (000) & %)

{ 8,480
9.7

GENERAL HOSPITAL

9,090
10.4

ABC WORLD NEWS
TONIGHT

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

{ 6,470

{ 7.4

7.5*

7.3*

7,690

SHARE OF AUDIENCE %

{ 27

28 *

26 *

8.8

AVG. AUD. BY ¼ HR. %

{ 7.5

7.4

7.4

7.3

19

8.5 9.1

W

TOTAL AUDIENCE
(Households (000) & %)

{ 6,210

{ 7.1

GUIDING LIGHT

(60)(SUS-60)

9,960

11.4

CBS EVENING NEWS-
RATHER

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

{ 4,630

{ 5.3

5.3*

5.3*

8,390

SHARE OF AUDIENCE %

{ 19

20 *

19 *

9.6

AVG. AUD. BY ¼ HR. %

{ 5.3

5.2

5.2

5.4

21

9.6 9.7

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

{ 4,720

{ 5.4

SANTA BARBARA

(S)(OP)

10,400

11.9

NBC NIGHTLY NEWS

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

{ 3,500

{ 4.0

3.8*

4.2*

8,830

SHARE OF AUDIENCE %

{ 15

14 *

15 *

10.1

AVG. AUD. BY ¼ HR. %

{ 3.7

3.9

4.1

4.3

22

9.9 10.1

TOTAL AUDIENCE
(Households (000) & %)

{ 8,390

{ 9.6

GENERAL HOSPITAL

(PMTHF)(SUS-OP)

(SUS-OP)

9,700

11.1

ABC WORLD NEWS
TONIGHT

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

{ 6,470

{ 7.4

7.4*

7.4*

8,130

SHARE OF AUDIENCE %

{ 27

28 *

27 *

9.3

AVG. AUD. BY ¼ HR. %

{ 7.4

7.4

7.4

7.5

20

9.2 9.3

W

TOTAL AUDIENCE
(Households (000) & %)

{ 6,120

{ 7.0

GUIDING LIGHT

(PMTHF)(60)(SUS-60)

(SUS-OP)

10,230

11.7

CBS EVENING NEWS-
RATHER

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

{ 4,630

{ 5.3

5.3*

5.4*

8,570

SHARE OF AUDIENCE %

{ 20

20 *

20 *

9.8

AVG. AUD. BY ¼ HR. %

{ 5.5

5.2

5.3

5.4

21

9.9 9.7

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

{ 5,070

{ 5.8

SANTA BARBARA

(PMTHF)(SUS-OP)

(SUS-OP)

10,660

12.2

NBC NIGHTLY NEWS

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

{ 3,580

{ 4.1

4.0*

4.3*

9,090

SHARE OF AUDIENCE %

{ 15

15 *

16 *

10.4

AVG. AUD. BY ¼ HR. %

{ 4.1

4.0

4.1

4.4

22

10.2 10.7

TV HOUSEHOLDS USING TV WK. 1	26.6	27.7	28.4	29.5	30.1	31.8	33.2	34.7	35.8	37.3	38.6	40.5	43.0	44.8	46.1	47.8
(See Def. 1) WK. 2	26.6	27.6	28.1	29.3	29.7	31.2	32.3	33.6	34.9	36.8	38.0	40.1	42.7	44.9	46.3	47.5

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAY 4-8, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 2, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	ABC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	CBS TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{		
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	NBC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{		
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	ABC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{		
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	CBS TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{		
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	NBC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	10.1	11.5	13.2	15.3	16.7	18.4	19.5	20.7	22.7	24.2	24.6	25.5	26.0	26.9	26.3	26.2
		WK. 2	8.9	10.6	12.2	13.9	16.4	18.1	20.2	21.2	22.8	24.1	24.4	24.3	25.1	25.6	23.8	24.2

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SAT. MAY 9, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 2, 1987

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,020 4.6		{ 3,670 4.2		{ 3,320 3.8		{ 2,190 2.5		{ 2,010 2.3							
	ABC TV	BUGS BUNNY & TWEETY SHOW		ALL NEW ENOKS		ABC WEEKEND SPECIALS THE DOG DAYS OF ARTHUR KANE, PT 1		HEALTH SHOW		AMERICAN BANDSTAND							
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,320 3.8		{ 2,800 3.2		{ 2,710 3.1		{ 1,660 1.9		{ 1,570 1.8							
	SHARE OF AUDIENCE %	15		13		13		7		7							
	AVG. AUD. BY ¼ HR. %	3.7	3.9	3.4	3.0	3.1	3.2	2.1	1.6	1.8	1.8						
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,200 4.8		{ 2,880 3.3		{ 1,400 1.6		{ 2,530 2.9		{ 7,690 8.8							
	CBS TV	GALAXY HIGH SCHOOL		CBS STORYBREAK		ROCK N WRESTLING-1		ROCK N WRESTLING-2		CBS SPORTS SPECIAL SAT NCAA MEN'S & WOMEN'S GYMNASTIC CHAMPIONSHIPS (1:30-3:30PM)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,500 4.0		{ 2,360 2.7		{ 1,050 1.2		{ 1,920 2.2		{ 3,150 3.6		{ 3,0* 11 *		{ 3.2* 12 *		{ 3.9* 14 *	
	SHARE OF AUDIENCE %	16		11		5		9		13		11 *		12 *		14 *	
	AVG. AUD. BY ¼ HR. %	4.2	3.9	2.6	2.7	1.2	1.3	2.0	2.3	2.8	3.3	3.1	3.3	3.8	4.1		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,330 6.1		{ 4,630 5.3		{ 4,460 5.1		{ 3,580 4.1		{ 3,580 4.1		{ 15,380 17.6					
	NBC TV	FOOFUR		IT'S PUNKY BREWSTER (60)		LAZER TAG ACADEMY		KIDD VIDEO		(1) (-OP)		NBC MAJOR LEAGUE BASEBALL MONTREAL VS NY METS SAN DIEGO VS CHICAGO CUBS (1:16-5:31PM)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,460 5.1		{ 4,200 4.8		{ 3,760 4.3		{ 2,800 3.2		{ 3,150 3.6		{ 4,980 5.7		{ 4.9* 18 *		{ 5.2* 19 *	
	SHARE OF AUDIENCE %	20		19		18		13		14		19		18 *		21 *	
	AVG. AUD. BY ¼ HR. %	5.2	5.0	4.9	4.7	4.1	4.6	3.3	3.1	3.6	3.9	5.0	4.7	5.0	5.7	6.1	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,780 4.3		{ 2,800 3.2		{ 2,800 3.2		{ 2,010 2.3		{ 4,460 5.1		{ 5,510 6.3					
	ABC TV	BUGS BUNNY & TWEETY SHOW		ALL NEW ENOKS		ABC WEEKEND SPECIALS THE DOG DAYS OF ARTHUR KANE, PT 2		HEALTH SHOW		INDY 500 TIME TRIALS		SHEARSON TOURN CHAMP.-SAT					
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,060 3.5		{ 2,010 2.3		{ 2,100 2.4		{ 1,400 1.6		{ 2,010 2.3		{ 1,840 2.1		{ 2.4* 10 *		{ 1.8* 7 *	
	SHARE OF AUDIENCE %	15		10		10		7		10 *		8		10 *		7 *	
	AVG. AUD. BY ¼ HR. %	3.3	3.7	2.3	2.4	2.2	2.5	1.6	1.6	2.1	2.3	2.4	2.5	2.6	2.2	1.6	2.0
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,890 5.6		{ 3,670 4.2		{ 2,100 2.4		{ 1,750 2.0		{ 5,330 6.1							
	CBS TV	GALAXY HIGH SCHOOL		CBS STORYBREAK		ROCK N WRESTLING-1		ROCK N WRESTLING-2		BYRON NELSON GOLF-SAT							
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,930 4.5		{ 3,060 3.5		{ 1,660 1.9		{ 1,400 1.6		{ 2,190 2.5		{ 2.2* 10 *		{ 2.3* 10 *		{ 2.5 10 *	
	SHARE OF AUDIENCE %	19		16		8		7		11		11 *		10 *		10 *	
	AVG. AUD. BY ¼ HR. %	4.8	4.2	3.3	3.7	2.2	1.7	1.6	1.6	2.4	2.3	2.4	2.5	2.6	2.2	1.6	2.0
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,630 5.3		{ 4,200 4.8		{ 3,060 3.5		{ 2,010 2.3		{ 4,020 4.6		{ 12,590 14.4					
	NBC TV	FOOFUR		IT'S PUNKY BREWSTER (SD)		LAZER TAG ACADEMY		KIDD VIDEO		(2) (-OP)		(3) (OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,850 4.4		{ 3,500 4.0		{ 2,530 2.9		{ 1,660 1.9		{ 3,580 4.1		{ 5,330 6.1		{ 5.3* 22 *		{ 5.4 22 *	
	SHARE OF AUDIENCE %	18		18		13		8		4.1		4.4		5.2		5.4	
	AVG. AUD. BY ¼ HR. %	4.6	4.2	4.1	3.9	2.9	3.0	1.8	2.0	4.1	4.4	5.2	5.4	5.4	5.4	5.4	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	WK. 2	26.1	25.8	25.5	25.5	24.1	24.6	25.7	25.9	26.0	26.7	27.8	28.3	27.3	28.0
				23.6	23.7	22.7	23.0	23.3	23.6	23.3	23.7	22.9	23.1	23.8	23.6	23.8	24.3

U.S. TV Households: 87,400,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (1:00-1:16PM)

(2) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:17PM)

(3) NBC MAJOR LEAGUE BASEBALL, CALIFORNIA VS BOSTON & NY METS VS ATLANTA, NBC, (2:17-5:28PM)

For explanation of symbols, See page A.

DAY SAT. MAY 9, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 2, 1987

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 7,250 8.3		{ 16,520 18.9												{ 7,430 8.5	
	ABC TV	ABC WIDE WLD-SPORTS SPEC. KENTUCKY DERBY (4:30-6:03PM) ABC WRLD NEWS TONIGHT-SAT															
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,970 3.4	2.7*	-	3.1*	4.4*	10.5	7.1*	11.0*	13.3*	5,940						
	SHARE OF AUDIENCE %	11	9 *		10 *	13 *	30	21 *	31 *	36 *	6.8						
WEEK 2	AVG. AUD. BY ¼ HR.	2.7	2.7	3.0	3.3	4.3	4.5	6.3	8.0	10.0	12.0	14.5	12.0	9.7	7.3	6.3	
	TOTAL AUDIENCE (Households (000) & %)	{ 10,140 11.6		{ 5,420 6.2												{ 5,420 6.2	
	CBS TV	(1) NBA PLAYOFF GAME SAT SEATTLE VS HOUSTON (3:30-6:32PM) (+OP) CBS SAT. NEWS-SCHIEFFER (8:32-7:00PM) (+OP)															
	AVERAGE AUDIENCE (Households (000) & %)		4.1*	3.8	3.5*	3.5*	3.3*	3.2*	3.8*	5.5*	4,110						
WEEK 1	SHARE OF AUDIENCE %		14 *	11	11 *	11 *	10 *	9 *	10 *	14 *	4.7						
	AVG. AUD. BY ¼ HR.	3.8	4.3	3.7	3.3	3.5	3.5	3.4	3.1	3.1	3.4	3.5	4.1	5.3	5.7	4.7	4.8
	TOTAL AUDIENCE (Households (000) & %)	{ 7,340 8.4		{ 8,400 9.3												{ 8,400 9.3	
	NBC TV	NBC MAJOR LEAGUE BASEBALL MONTREAL VS NY METS SAN DIEGO VS CHICAGO CUBS (1:10-5:31PM) NBC NIGHTLY NEWS-SAT.															
WEEK 2	AVERAGE AUDIENCE (Households (000) & %)		6.1*	6.0*	6.0*	6.0*	6.3*	5.8*	6,210								
	SHARE OF AUDIENCE %		21 *	19 *	19 *	18 *	19 *	16 *	7.1								
	AVG. AUD. BY ¼ HR.	6.2	6.0	5.9	6.0	5.9	6.1	6.6	6.1	5.7	5.8	6.0	6.8	7.3			
	TOTAL AUDIENCE (Households (000) & %)	{ 5,680 6.5		{ 5,680 6.5												{ 5,680 6.5	
WEEK 1	ABC TV	SHEARSON TOURN CHAMP.-SAT ABC WIDE WORLD-SPORTS SAT ABC WRLD NEWS TONIGHT-SAT															
	AVERAGE AUDIENCE (Households (000) & %)		2.1*	1.8*	2.0*	2.6*	3,060	2.9*	4.0*	4,810							
	SHARE OF AUDIENCE %		8 *	7 *	7 *	9 *	11	9 *	12 *	5.5							
	AVG. AUD. BY ¼ HR.	2.1	2.1	1.8	1.8	1.8	2.2	2.7	2.5	2.8	3.1	3.9	4.0	5.3	5.8		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 9,880 11.3		{ 6,380 7.3												{ 6,380 7.3	
	CBS TV	BYRON NELSON GOLF-SAT NBA PLAYOFF GAME SAT LA VS GOLDEN STATE HOUSTON VS SEATTLE (3:30-6:13PM) CBS SAT. NEWS-SCHIEFFER															
	AVERAGE AUDIENCE (Households (000) & %)		4.6	3.2*	4.2*	4.1*	5.0*	6.2*	5.9*	4,980							
	SHARE OF AUDIENCE %		16	13 *	16 *	14 *	16 *	20 *	18 *	5.7							
WEEK 1	AVG. AUD. BY ¼ HR.	1.0	2.1	2.9	3.4	4.3	4.1	4.2	4.0	4.6	5.3	6.1	6.4	5.9	5.6	5.8	
	TOTAL AUDIENCE (Households (000) & %)	{ 8,130 9.3		{ 8,130 9.3												{ 8,130 9.3	
	NBC TV	NBC MAJOR LEAGUE BASEBALL CALIFORNIA VS BOSTON NY METS VS ATLANTA (2:17-5:28PM) NBC NIGHTLY NEWS-SAT.															
	AVERAGE AUDIENCE (Households (000) & %)		5.8*	6.5*	6.4*	6.9*	6.4*	6.2*	5.9*	6,560							
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	29.5	30.6	30.5	31.5	32.5	33.2	33.9	34.5	35.6	37.7	38.8	38.6	39.4	40.5	41.4	41.8
	WK. 2	25.0	25.7	25.7	26.0	26.3	27.6	28.4	29.1	31.0	32.9	33.4	33.6	35.1	36.5	38.1	39.2
	For explanation of symbols, See page A																

(1) CBS SPORTS SPECIAL SAT, NCAA MEN'S & WOMEN'S GYMNASTIC CHAMPIONSHIPS, CBS, (1:30-3:30PM) (S)

For explanation of symbols, See page A

DAY SAT. MAY 9, 1987

DAY SUN. MAY 3, 1987

		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE %	{																
	AVG. AUD. BY ¼ HR. %	{																
	TOTAL AUDIENCE (Households (000) & %)	{																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE %	{																
	AVG. AUD. BY ¼ HR. %	{																
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{																
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE %	{																
	AVG. AUD. BY ¼ HR. %	{																
	TOTAL AUDIENCE (Households (000) & %)	{																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE %	{																
	AVG. AUD. BY ¼ HR. %	{																
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE %	{																
	AVG. AUD. BY ¼ HR. %	{																
	TOTAL AUDIENCE (Households (000) & %)	{																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE %	{																
	AVG. AUD. BY ¼ HR. %	{																
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{																
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE %	{																
	AVG. AUD. BY ¼ HR. %	{																
	TOTAL AUDIENCE (Households (000) & %)	{																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE %	{																
	AVG. AUD. BY ¼ HR. %	{																
TV HOUSEHOLDS USING TV		WK. 1	7.8	8.7	10.0	11.2	12.8	15.6	17.9	19.9	21.3	23.2	24.1	25.4	25.7	25.8	25.8	26.3
(See Def. 1)		WK. 2	7.7	8.3	10.1	11.7	13.0	14.2	15.3	17.6	19.5	21.0	22.3	23.3	24.1	24.1	24.4	24.9

For explanation of symbols, See page A.

For explanation of symbols, See page A.

DAY SUN. MAY 10, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 3, 1987

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

5,160				2,100												
5.9				2.4												
← THIS WEEK-DAVID BRINKLEY → BUSINESS WORLD																
3,150				1,660												
3.6		3.4*		1.9												
12		12 *		7												
3.3		3.5		1.8		2.0										

W

E

E

K

1

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

FOR OUR TIMES
(SUS)

12,850																
14.7																
← NBA PLAYOFF GAME-1 → PHILADELPHIA VS MILWAUKEE (1:00-3:30PM)																
6,210																
7.1		5.6*		7.5*		7.2*		7.2*								
21		18 *		23 *		21 *		21 *								
5.1		6.2		8.0		7.5		7.3								

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

3,500																
4.0																
MEET THE PRESS																
2,450																
2.8																
9																
2.7		2.9														

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

4,720				1,840												
5.4				2.1												
← THIS WEEK-DAVID BRINKLEY → BUSINESS WORLD																
3,150				1,570												
3.6		3.6*		1.8												
14		14 *		7												
3.5		3.6		1.8		1.7										

W

E

E

K

2

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

14,950																
17.1																
← NBA PLAYOFF GAME-1 → ATLANTA VS DETROIT BOSTON VS MILWAUKEE (1:00-4:17PM)																
6,290																
7.2		4.7*		6.2*		6.6*		7.1*								
24		18 *		22 *		23 *		24 *								
4.1		5.3		6.3		6.7		6.9								

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

2,970																
3.4																
MEET THE PRESS																
2,450																
2.8																
11																
2.6		2.9														

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

27.3	28.1	28.7	29.7	29.5	29.6	29.9	30.3	30.8	31.5	32.8	34.3	34.4	34.7	34.3	35.4
24.9	25.4	26.2	26.2	26.7	26.6	26.2	27.2	26.8	27.5	28.1	29.2	29.6	29.7	30.3	30.2

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SUN. MAY 10, 1987

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			6,120 7.0	ABC PRO BOXING						5,680 6.5	MUTUAL OF OMAHA SPEC.				8,740 10.0	ABC WRLD NEWS TONIGHT-SUN		
		AVERAGE AUDIENCE (Households (000) & %)			2,970 3.4	3.4*		3.5*		3.3*		3,500 4.0	3.5*		4.4*		7,430 8.5			
		SHARE OF AUDIENCE %			9	9*		9*		8*		9	8*		10*		17			
		AVG. AUD. BY ¼ HR.			3.3	3.5	4.0	3.1	3.5	3.0		3.3	3.8	4.1	4.7		8.2	8.7		
WEEK 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)			13,550 15.5	NBA PLAYOFF GAME-2 DETROIT VS ATLANTA GOLDEN STATE VS UTAH (3:30-6:10PM)(-OP)										6,730 7.7	CBS EVENING NEWS-SUNDAY (OP)			
		AVERAGE AUDIENCE (Households (000) & %)			5,860	7.8*	6.7	6.2*		6.0*		6.1*		6.9*		7.9*		4,630 5.3		
		SHARE OF AUDIENCE %			22*	17	17*		16*		16*		17*		19*		11			
		AVG. AUD. BY ¼ HR.	8.0	7.6	6.5	6.0	5.8	6.2	6.0	6.2	6.8	7.0	7.8	8.0	4.0	6.7				
WEEK 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)					9,610 11.0	LAS VEGAS INVITATIONAL-SU (4:00-6:14PM)										8,480 9.7	NBC NIGHTLY NEWS-SUN	
		AVERAGE AUDIENCE (Households (000) & %)					4,370 5.0	3.7*		4.6*		5.3*		5.8*		6.0*		6,730 7.7		
		SHARE OF AUDIENCE %					12	10*		12*		13*		14*		13*		16		
		AVG. AUD. BY ¼ HR.					3.3	4.0	4.4	4.8	5.3	5.4	5.5	6.0	6.0		7.3	8.1		
WEEK 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)			4,980 5.7	SHEARSON TOURN CHAMP.-SUN (3:00-6:11PM)												3,850 4.4	ABC WRLD NEWS TONIGHT-SUN	
		AVERAGE AUDIENCE (Households (000) & %)			1,310 1.5	1.6*		1.3*		1.5*		1.3*		1.7*		1.8*		2,970 3.4		
		SHARE OF AUDIENCE %			5	5*		4*		5*		4*		5*		5*		9		
		AVG. AUD. BY ¼ HR.			1.7	1.4	1.4	1.2	1.2	1.5	1.6	1.4	1.2	1.7	1.8	1.8	3.7	3.2		
WEEK 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)						10,140 11.6	BYRON NELSON GOLF-SUN (4:17-6:32PM) (OPX-OP)									4,020 4.6	CBS EVENING NEWS-SUN(B) (6:32-7:00PM)(-OP)	
		AVERAGE AUDIENCE (Households (000) & %)						4,890		5.0*		5.1*		5.9*		6.6*		3,320 3.8		
		SHARE OF AUDIENCE %						16		15*		15*		17*		18*		9		
		AVG. AUD. BY ¼ HR.						4.9	4.9	5.0	4.9	5.3	5.5	6.3	6.7	6.5	3.8	3.9		
WEEK 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)						10,580 12.1	SPORTSWORLD									7,170 8.2	NBC NIGHTLY NEWS-SUN	
		AVERAGE AUDIENCE (Households (000) & %)						4,890		5.7*		6.5*		6.2*				6,120 7.0		
		SHARE OF AUDIENCE %						17		13*		19*		18*				18		
		AVG. AUD. BY ¼ HR.						3.5	5.0	5.8	5.6	6.2	6.8	6.5	5.9		6.9	7.1		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	35.4	36.5	37.2	37.5	38.2	39.4	40.7	42.0	42.6	43.2	43.9	45.2	48.4	48.8	49.1	51.2		
		WK. 2	30.6	31.8	31.7	31.4	32.4	32.1	32.6	32.9	34.2	34.7	35.6	37.7	38.7	38.9	39.6	41.0		
For explanation of symbols, See page A.																				

U.S. TV Households: 87,400,000
(1) NBA PLAYOFF GAME 1, PHILADELPHIA VS MILWAUKEE, CBS, (1:00-3:30PM)

For explanation of symbols, See page A.

DAY SUN. MAY 10, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2								
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																				
ABC ABC BUSINESS BRIEF-MON	1	8.58- 8.59PM	8.45	9,610	11.0	9,610	11.0	18	11.0											
ABC ABC NEWSBRIEF-MON	1	9.53- 9.54PM	9.45	7,780	8.9	7,780	8.9	14	8.9											
	2	9.49- 9.50PM	9.45									6,900	7.9	6,900	7.9	12	7.9			
CBS WE THE PEOPLE SUS.(SUS)	1	8.58- 8.59PM	8.45																	
EVENING TUESDAY																				
ABC ABC NEWSBRIEF-TUE		9.58- 9.59PM	9.45	10,750	12.3	10,750	12.3	19	12.3			11,010	12.6	11,010	12.6	19	12.6			
EVENING WEDNESDAY																				
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	12,670	14.5	12,670	14.5	24	14.5			11,190	12.8	11,190	12.8	21	12.8			
ABC ABC NEWSBRIEF-WED	1	9.58- 9.59PM	9.45	10,400	11.9	10,400	11.9	19	11.9											
	2	9.57- 9.59PM	9.45									10,660	12.2	10,310	11.8	19	11.8			
CBS WE THE PEOPLE SUS(SUS)		8.58- 8.59PM	8.45																	
EVENING THURSDAY																				
ABC ABC NEWSBRIEF-THU		9.58- 9.59PM	9.45	6,380	7.3	6,380	7.3	12	7.3			6,560	7.5	6,560	7.5	12	7.5			
EVENING FRIDAY																				
ABC ABC BUSINESS BRIEF-FRI	1	8.42- 8.43PM	8.30	7,950	9.1	7,950	9.1	17	9.1											
	2	8.41- 8.43PM	8.30									7,780	8.9	7,690	8.8	18	8.8			
ABC ABC NEWSBRIEF-FRI		9.57- 9.58PM	9.45	5,510	6.3	5,510	6.3	11	6.3			5,160	5.9	5,160	5.9	10	5.9			
CBS WE THE PEOPLE-SUS(SUS)	1	8.58- 8.59PM	8.45																	
	2	8.59- 9.00PM	8.45																	
EVENING SATURDAY																				
ABC ABC NEWSBRIEF-SAT.		8.58- 8.59PM	8.45	7,080	8.1	7,080	8.1	16	8.1			6,470	7.4	6,470	7.4	15	7.4			
ABC ABC SPORTS UPDATE-SAT		9.58- 9.59PM	9.45	7,950	9.1	7,950	9.1	17	9.1			7,780	8.9	7,780	8.9	17	8.9			
CBS SPORTSBREAK-SAT		8.58- 8.59PM	8.45	6,120	7.0	6,120	7.0	14	7.0			5,510	6.3	5,510	6.3	13	6.3			
CBS NEWSBREAK-SAT.	1	10.00-10.01PM	10.00	5,420	6.2	5,420	6.2	12	6.2											
	2	10.02-10.03PM	10.00									5,330	6.1	5,330	6.1	12	6.1			
EVENING SUNDAY																				
ABC ABC NEWSBRIEF-SUN.	1	8.51- 8.53PM	8.45	12,760	14.6	12,670	14.5	22	14.5											
ABC ABC SPORTS UPDATE-SUN	2	8.57- 8.59PM	8.45									8,300	9.5	7,690	8.8	15	8.8			
ABC ABC NEWSBRIEF-SUN.	2	9.52- 9.54PM	9.45									10,310	11.8	10,140	11.6	19	11.6			
ABC ABC SPORTS UPDATE-SUN	1	9.58- 9.59PM	9.45	11,450	13.1	11,450	13.1	19	13.1											
CBS SPORTSBREAK-SUN	1	8.26- 8.27PM	8.15	11,450	13.1	11,450	13.1	21	13.1			14,770	16.9	14,770	16.9	30	16.9			
	2	8.30- 8.31PM	8.30									10,930	12.5	10,930	12.5	20	12.5			
CBS NEWSBREAK-SUN.		9.57- 9.58PM	9.45	11,450	13.1	11,450	13.1	19	13.1											
EVENING MONDAY-FRIDAY																				
ABC ABC NEWS:NIGHTLINE		>	11.30	7,250	8.3	5,860	6.7	19	7.2	M-F		6,900	7.9	5,510	6.3	18	6.8	M-F		
			11.45				6.7*	19*	6.3	M-F					6.4*	18*	6.0	M-F		
			12.00				4.7*	17*	5.5	TU & W					5.5*	19*	5.6	MTUTH		
CBS WE THE PEOPLE		8.58- 8.59PM	8.45	8,910	10.2	8,910	10.2	16	10.2	TU&TH		9,610	11.0	9,610	11.0	18	11.0	MTUTH		

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																	
CBS NEWSBREAK-M-F		>	9.45	8,480	9.7	8,480	9.7	16	9.7	M-F	9,440	10.8	9,440	10.8	17	10.8	M-F
CBS CBS LATE NIGHT I		>	11.30	5,860	6.7	4,200	4.8	18	5.1	M-TH	5,420	6.2	3,760	4.3	17	5.0	M-TH
			11.45				5.0*	16*	4.8	M-TH				4.8*	15*	4.6	M-TH
			12.00						4.8	M-TH						4.4	M-TH
			12.15				4.7*	20*	4.6	M-TH				4.3*	18*	4.2	M-TH
			12.30				4.3*	22*	4.5	M-TH						4.0	M-TH
			12.45											3.8*	19*	3.7	M-TH
			1.00											3.7*	23*	3.7	TUE.
CBS CBS NEWS-SPECIAL(S)	2	11.30-12.00MD	11.30								5,160	5.9	4,200	4.8	13	5.4	TUE.
			11.45													4.2	TUE.
CBS KEEP ON CRUISIN		11.30-12.30AM	11.30	3,850	4.4	2,270	2.6	8	3.4	FRI.	3,410	3.9	2,010	2.3	7	2.6	FRI.
			11.45				2.9*	8*	2.4	FRI.				2.5*	7*	2.4	FRI.
			12.00						2.5	FRI.						2.2	FRI.
			12.15				2.3*	8*	2.2	FRI.				2.2*	8*	2.2	FRI.
CBS CBS LATE NIGHT II		>	12.30	3,500	4.0	2,620	3.0	17	3.5	M-F	3,060	3.5	2,270	2.6	15	2.9	M-F
			12.45				3.1*	16*	3.0	M-F				2.7*	14*	2.6	MWTHF
			1.00						2.8	M-F						2.6	M-F
			1.15				2.8*	17*	2.8	M-F				2.6*	17*	2.4	M-F
			1.30											2.3*	18*	2.4	TUE.
			1.45												2.0	2.0	TUE.
VARIOUS TIMES (SUS)																	
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	960	1.1	870	1.0	10	1.1	M-THSU	1,050	1.2	870	1.0	10	1.1	MWTHSU
			2.15						1.0	M-THSU						1.0	MWTHSU
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	2.30	1,490	1.7	1,310	1.5	17	1.6	M-THSU	1,400	1.6	1,310	1.5	17	1.5	M-THSU
			2.45						1.5	M-THSU						1.5	M-THSU
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.00	2,190	2.5	1,140	1.3	22	1.5	M-THSU	1,920	2.2	1,140	1.3	22	1.6	M-THSU
			3.15				1.5*	21*	1.4	M-THSU				1.5*	21*	1.5	M-THSU
			3.30						1.4	M-THSU						1.5	M-THSU
			3.45				1.4*	22*	1.4	M-THSU				1.4*	22*	1.4	M-THSU
			4.00						1.3	M-THSU						1.3	M-THSU
			4.15				1.4*	25*	1.3	M-THSU				1.3*	23*	1.3	M-THSU
			4.30						1.3	M-THSU						1.2	M-THSU
			4.45				1.3*	24*	1.3	M-THSU				1.2*	23*	1.2	M-THSU
			5.00						1.2	M-THSU						1.1	M-THSU
			5.15				1.2*	23*	1.2	M-THSU				1.1*	22*	1.1	M-THSU
			5.30						1.2	M-THSU						1.1	M-THSU
			5.45				1.2*	21*	1.2	M-THSU				1.1*	21*	1.0	M-THSU
NBC TONIGHT SHOW		11.30-12.30AM	11.30	8,830	10.1	5,240	6.0	19	7.2	M-F	9,180	10.5	5,510	6.3	20	7.2	M-F
			11.45				6.1	19*	6.1	M-F				6.9*	19*	6.7	M-F
			12.00						5.8	M-F						6.1	M-F
			12.15				5.4*	20*	4.9	M-F				5.7*	21*	5.2	M-F
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	3,930	4.5	3,230	3.7	18	3.8	M-TH	3,850	4.4	3,150	3.6	17	3.8	M-TH
			12.45						3.6	M-TH						3.4	M-TH
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	5,240	6.0	2,710	3.1	15	4.2	FRI.	5,510	6.3	2,970	3.4	17	4.5	FRI.
			12.45				3.9*	15*	3.7	FRI.				4.2*	17*	3.8	FRI.
			1.00						3.1	FRI.						3.4	FRI.
CONT'D																	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																	
NBC FRIDAY NIGHT VIDEOS-CONT'D				1.15 1.30 1.45			3.0*	14*	2.8 2.7 2.2	FRI. FRI. FRI.				3.3*	16*	3.1 2.9 2.4	FRI. FRI. FRI.
NBC DAVID LETTERMAN II				1.00- 1.30AM 1.15	2,970 3.4	2,530 2.9 18			3.2 2.6	M-TH M-TH	3,150 3.6	2,530 2.9 18			3.1 2.7	M-TH M-TH	
DAY MONDAY-FRIDAY																	
ABC ABC WORLD NEWS-MORN-615A				6.15- 6.30AM 6.15	1,310 1.5	1,220 1.4 14			1.4	M-F	1,140 1.3	1,140 1.3 14			1.3	M-F	
ABC ABC WORLD NEWS-MORN-645A				6.45- 7.00AM 6.45	2,620 3.0	2,450 2.8 18			2.8	M-F	2,530 2.9	2,450 2.8 18			2.8	M-F	
ABC ABC SPECIAL REPORT-10A(SUS)				2 10.00-10.19AM 10.00												TUE.	
ABC RYAN'S HOPE-TUE(B)				2 12.00-12.30PM 12.00 12.15							1,840 2.1	1,570 1.8 7			1.7 1.9	TUE. TUE. TUE.	
ABC IRAN CONTRA HEARINGS(SUS)				2 2.00- 5.01PM 2.00													
ABC ABC DAYTIME NEWSBRIEF-M-F				1 2.58- 2.59PM 2.45 2 > 2.45	5,860 6.7	5,860 6.7 25			6.7	M-F	5,940 6.8	5,680 6.5 25			6.6	MWTHF	
CBS CBS MORNING NEWS- 6:30AM				6.30- 7.00AM 6.30 6.45	1,840 2.1	1,400 1.6 15			1.4 1.7	M-F M-F	1,660 1.9	1,310 1.5 14			1.4 1.6	M-F M-F	
CBS MORNING PROGRAM(B)				2 7.30- 8.00AM 7.30 7.45							2,190 2.5	1,840 2.1 10			2.0 2.2	TUE. TUE.	
CBS IRAN CONTRA HEARINGS 1(SUS)				2 10.00-11.00AM 10.00												TUE.	
CBS IRAN CONTRA HEARINGS 3(SUS)				2 10.00-10.30AM 10.00												WED.	
CBS NEWSBREAK-11.57				11.57-11.59AM 11.45	4,630 5.3	4,460 5.1 23			5.1	M-F	4,630 5.3	4,460 5.1 23			5.1	M-F	
CBS GARY HART WITHDRAWS-RACE(SUS)				2 12.00-12.38PM 12.00												FRI.	
CBS IRAN CONTRA HEARINGS 4(SUS)				2 12.00-12.15PM 12.00												WED.	
CBS YOUNG AND RESTLESS-FRI(B)				2 12.38- 1.08PM 12.30 12.45 1.00							4,280 4.9	3,670 4.2 18			4.0 4.2 4.3	FRI. FRI. FRI.	
CBS YOUNG AND RESTLESS-WED(B)				2 12.30-12.45PM 12.30							4,280 4.9	4,200 4.8 21			4.8	WED.	
CBS BOLD AND BEAUTIFUL-TUE(B)				2 1.30- 2.00PM 1.30 1.45							4,980 5.7	4,370 5.0 19			5.0 4.9	TUE. TUE. TUE.	
CBS IRAN CONTRA HEARINGS 2(SUS)				2 2.00- 5.00PM 2.00													
CBS NEWSBREAK-3.44				> 3.30 3.45	3,850 4.4	3,850 4.4 16			4.6 3.8	M-F M-F	4,200 4.8	4,200 4.8 18			4.8	MWTHF	
CBS AMERICAN TREASURY				3.58- 3.59PM 3.45	4,110 4.7	4,110 4.7 17			4.7	M-F	4,020 4.6	4,020 4.6 16			4.6	M-F	
CBS AMERICAN TREASURY-SUS(SUS)				1 3.58- 3.59PM 3.45												THU.	
CBS AMERICAN TREASURY-SUS.(SUS)				3.58- 3.59PM 3.45												WED.	
CBS IRAN CONTRA HEARINGS 5(SUS)				2 4.00- 4.05PM 4.00													
NBC NBC NEWS AT SUNRISE				6.00- 6.30AM 6.00 6.15	2,710 3.1	1,920 2.2 21			1.7 2.8	M-F M-F	2,800 3.2	2,010 2.3 22			1.8 2.8	M-F M-F	
NBC BEFORE HOURS				6.15- 6.30AM 6.15	610 .7	520 .6 8			.6	M-F	610 .7	520 .6 8			.6	M-F	
NBC NBC SPECIAL REPORT 1(SUS)				2 10.00-11.00AM 10.00												TUE.	
NBC NBC SPECIAL RPT 1(SUS)				2 10.00-10.30AM 10.00												WED.	

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D																	
NBC NBC NEWS SPECIAL RPT.(SUS)	2	12.02-12.39PM	12.00														FRI.
NBC NBC SPECIAL REPORT 2(SUS)	2	1.49- 5.00PM	1.45														TUE.
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,230	3.7	3,230	3.7	14	3.7	MWF	3,500	4.0	3,500	4.0	15	4.0	MWF
NBC MAIN STREET 8(S)	1	4.00- 5.00PM	4.00	6,120	7.0	3,230	3.7	11	3.9	TUE.							
			4.15				3.7*	11*	3.6	TUE.							
			4.30						3.7	TUE.							
			4.45				3.6*	10*	3.5	TUE.							
DAY SATURDAY																	
CBS NBA PLAYOFF GAME SAT	1	3.30- 6.32PM	-GRID 6.30	10,140	11.6	3,320	3.8	11	5.3								
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,200	4.8	4,110	4.7	23	4.7		3,670	4.2	3,500	4.0	19	4.0	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	6,210	7.1	5,860	6.7	25	6.7		4,980	5.7	4,810	5.5	22	5.5	
NBC ONE TO GROW ON-11:58AM		11.58-12.00NN	11.45	4,020	4.6	3,760	4.3	17	4.3		3,580	4.1	3,410	3.9	17	3.9	
NBC NBC MAJOR LEAGUE PRE GAME	1	1.00- 1.16PM	-GRID 1.15	3,580	4.1	3,150	3.6	14	3.5								
	2	2.00- 2.17PM	-GRID 2.15								4,020	4.6	3,580	4.1	18	4.5	
DAY SUNDAY																	
CBS NBA PLAYOFF GAME-1	2	1.00- 4.17PM	-GRID 4.15								14,950	17.1	6,290	7.2	24	7.1	
CBS NBA PLAYOFF GAME-2	1	3.30- 6.10PM	-GRID 6.00	13,550	15.5	5,860	6.7	17	7.9								
CBS BYRON NELSON GOLF-SUN(S)	2	4.17- 6.32PM	-GRID 6.30				7.9*	18*			10,140	11.6	4,890	5.6	16	5.9	